

# ASX Announcement

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## YONDER AND BEYOND ACQUISITION UPDATE QRL APPOINTS JOINT LEAD MANAGERS FOR EQUITY RAISING

Quintessential Resources Ltd (ASX: QRL) ("QRL" or the "Company") is pleased to announce it has appointed Taylor Collison Ltd and Foster Stockbroking Pty Ltd as Joint Lead Managers for an equity raising to be completed in conjunction with the acquisition of global technology incubation company Yonder and Beyond ("Y&B").

On 24 July 2014, QRL announced it had entered into an agreement to acquire 100% of the issued capital of Y&B. Y&B holds an exciting portfolio of assets experiencing accelerated growth and development managed by a world-class management team.

Y&B CEO Shashi Fernando was the founder and former CEO of Saffron Digital Limited, a mobile and web-based media company which delivered services in 42 countries and 17 languages with offices in London, Los Angeles and Poland. Saffron Digital Limited was acquired by HTC Corporation for US\$50m in 2011. Mr Fernando was subsequently appointed Chief Content Officer and Executive Director of HTC Corporation. He has been named twice (2009 and 2010) in Mobile Entertainment magazine's list of annual Top 50 executives. Y&B has an experienced management team with a proven track record of developing global digital businesses, products and services.

Y&B's existing portfolio has already received industry accolades including numerous awards and industry recognition worldwide, in particular leading mobile food and beverage ordering and payment app Boppl™. More detail on Y&B's management and portfolio of assets is provided below.

The Y&B transaction is subject to shareholder approval and a number of other matters including a capital raising of up to A\$8 million, compliance with Chapters 1 & 2 of the ASX Listing Rules and re-admission to the official list of ASX.

A Notice of General Meeting of QRL shareholders is being finalised and will be released to the market as soon as possible. This will include an Independent Expert Report to assist all shareholders in understanding and voting on the transaction.

Jay Stephenson

Chairman

### **Taylor Collison Ltd Overview**

*Taylor Collison Limited is a leading financial services firm providing advice and wealth creation strategies to private and institutional investors and corporate clients throughout Australia, with offices in Sydney and Adelaide. Taylor Collison is regarded in the market as a premier provider of equity research and has particular expertise in small to mid-capitalisation companies.*

### **Foster Stockbroking Pty Ltd Overview**

*Foster Stockbroking Pty Ltd is a highly regarded growth focused investment bank based in Sydney, Australia. Their client base spans across Australia, Asia, US and the UK and comprises both institutional and strategic investors.*

**For further information regarding the proposed transaction and capital raising please contact:**

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## 1. Company Information

### About Yonder & Beyond

Y&B is headed by Shashi Fernando, a proven performer in the delivery of world-class mobile solutions. He was a board member and Chief Content Officer of HTC Corporation, one of the world's leading smartphone manufacturers, and the founder and former CEO of Saffron which raised \$3 million in 2007 and was acquired in 2011 for US\$50 million.

Shashi delivered Saffron into the heart of the mobile and entertainment industry by securing clients such as Vodafone, T-Mobile, Samsung USA, Paramount and Disney to name but some of the 40 plus global relationships that were established over his time with Saffron.

Having twice been named in the world's top 50 in Mobile Entertainment, Shashi led Saffron to multiple industry accolades over the period, delivering a profitable business and 100% growth year on year, for three years.

Since his time at HTC Corporation, Shashi has been an angel investor and moved to bring to market several digital start-ups.

Mr Fernando formed Y&B to invest in and help accelerate high growth and high potential businesses in the global technology and mobile space.

The Y&B management team brings a wealth of experience and relationships across the technology and entertainment landscape and is able to maximise synergies amongst its investment portfolio to accelerate growth and user acquisitions.

## 2. Existing portfolio

(live and in build mode)



- YB 60% interest in Prism Digital Limited
- YB Profitable and fast-growing digital recruitment agency
- YB Specialised knowledge and long-term relationships within industry focusing on technical sub-segments
- YB Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com
- YB Cash generative

Twitter: @prism\_digital

Website: <http://www.prism-digital.com/>



- YB 72.6% interest in Boppl Limited
- YB Leading mobile ordering and payment app
- YB Pre-order and pay food and beverages
- YB Potential for multiple revenue streams
- YB Currently in negotiations for deployment in Australia, France, Switzerland and South Africa
- YB Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013

Twitter: @boppleme

Website: [www.boppl.me](http://www.boppl.me)



- YB 100% interest in Wondr.it Limited
- YB Experience what's happening anywhere, through the eyes of those who are there
- YB Brings major social network platforms into a single, simple feed
- YB An all-access pass
- YB Ability to create private events, such as weddings and family holidays

Twitter: @wondrit

Website: [www.wondr.it](http://www.wondr.it)



- YB 75% interest in Gophr
- YB Making deliveries quick and simple for everyone
- YB Send or pick up deliveries with a single tap
- YB Cashless and convenient for couriers and customers
- YB Clear delivery pricing, simply set the pick-up and drop-off location

Twitter: @gophr

Website: [www.gophr.it](http://www.gophr.it)