

ASX Announcement

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YONDER AND BEYOND TO ACQUIRE STAKE IN SOCIAL MEDIA MUSIC APP PLAYMEET

Quintessential Resources Ltd (ASX: QRL) ("QRL" or the "Company") is pleased to announce global technology company Yonder and Beyond ("Y&B") will acquire a 10% stake in US-based social media service, PlayMeet, a social music application that aims to revolutionise the way people connect through music. Y&B's investment into PlayMeet is subject to the completion of legal due diligence by Y&B.

The PlayMeet app is music focused and is nearing completion to be ready for commercial launch. The management team, ranging from seasoned music industry individuals to renowned artists, has demonstrated the ability to create ground-breaking products in pop culture involving artists, brands, digital applications, business models and policy. Further announcements about new investors and partners will be released in coming weeks.

PlayMeet aims to fill the gaping hole in mobile messaging apps that have done little to connect people through music.

Commenting on the significant potential of PlayMeet, Yonder & Beyond CEO and QRL director Mr Shashi Fernando said *"PlayMeet is an amazing opportunity for Yonder & Beyond. We are looking forward to working on a project that is a world first with extremely successful industry talent. We are extremely confident PlayMeet will make a significantly positive impact on our already exciting portfolio of digital assets."*

Terms of Transaction

Subject to the completion of legal due diligence and close, Yonder & Beyond will acquire a 10% interest in PlayMeet for an investment of \$1 million staged across two tranches of \$500,000 due in 30 days and \$500,000 due in 90 days. The Yonder & Beyond management team may earn an additional stake in the app through providing value-added services including HR, financing, networking, commercialization and development. Y&B is confident it will be able to provide value.

Background

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, which was acquired by HTC Corporation for US\$50m. 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.

QRL 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 Y&B.

Jay Stephenson
CHAIRMAN

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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)



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

Twitter: @prism_digital

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



- Y&B 72.6% interest in Boppl™ Limited
- Y&B Leading mobile ordering and payment app
- Y&B Pre-order and pay food and beverages
- Y&B Potential for multiple revenue streams
- Y&B Currently in negotiations for deployment in Australia, France, Switzerland and South Africa
- Y&B 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



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

Twitter: @wondrit

Website: www.wondr.it



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

Twitter: @gophr

Website: www.gophr.it