

Beyond Media Announces Strategic Partnership with Instant Sponsor

Highlights:

- **Beyond Media announces partnership with Instant Sponsor**
- **Beyond Media and Instant Sponsor will launch “Success Series” – a first-of-its-kind in digital media**
- **Success Series will be distributed through the Lenovo Entertainment Hub and its deployment partners**
- **Users can get close and personal with star athletes and industry celebrities in one-on-one educational experiences**
- **Addresses massive market opportunity – sports industry projected to reach \$74 billion by 2019¹**

Yonder & Beyond Group Ltd (ASX:YNB) is pleased to announce that its subsidiary Beyond Media, an advanced virtual reality and content delivery platform, and Instant Sponsor, an integrated technology platform and content development company, have announced a strategic partnership. The partnership brings together Beyond Media's virtual reality capabilities and distribution network and Instant Sponsor's expertise in sponsorship procurement, content creation and talent acquisition.

Instant Sponsor has developed a first-of-its-kind digital media programming “Success Series” – an instructional coaching clinic featuring the world's best talent including athletes, teams, chefs and musicians to be distributed through the Lenovo Entertainment Hub and delivered through a virtual reality headset in 2D and 3D experiences.

The program will enable the user to get close and personal with the Celebrity Instructor in a one-on-one experience showcasing the skills, mindset and training regimes of today's sports champions and industry stars. Each series will be packaged in three 8 minute clips featuring one Celebrity Instructor.

Beyond Media and Instant Sponsor have aligned to create a product that can attract the world's best talent, athletes and teams showcasing their skill sets to people willing to learn.

“For people to be able to put a virtual reality headset on and learn how to hit a bunker shot while standing next to a current PGA Tour superstar is the future of a \$70 billion sports industry,” said Anthony Puntoriero, Instant Sponsor's Chief Executive Officer. “In addition, users worldwide can learn from their living room how to throw a fastball on the mound from a World Series MVP, shoot a clutch jump shot with an NBA All-Star and even learn how to hit a wide receiver down field with a current NFL starting Quarterback. Success Series delivers the insights, techniques, mindset, training regime and all around characteristics to what makes sporting superstars deliver in the clutch.”

¹ Forbes (2015) “Sports to Reach \$73.5 billion by 2019”

<http://www.forbes.com/sites/darrenheitner/2015/10/19/sports-industry-to-reach-73-5-billion-by-2019/#77e597bd1585>

Mr. Puntoriero adds that “Sponsors are already jumping to be part of the action and wanting to align with the Success Series initiative which will be launching early 2017, as filming and production are currently in motion. In addition, sponsors can use the Instant Sponsor technology platform to advertise and provide sponsorship in the Success Series and users can utilise the proprietary brand recognition device which allows them to find out what athletes are wearing, what sport’s equipment they are using and where they can purchase them. By Q3 2017 we aim to gauge metrics of the users through handheld devices and keep scores evaluating how well users can replicate athletes’ actions and biorhythms.”

Shashi Fernando, CEO of Yonder & Beyond and Beyond Media said, “This is an important partnership for Beyond Media. While we have started off in Entertainment and Virtual Reality, our work with Instant Sponsor is the beginning of us including Education and Training in our portfolio. We view this, not only as an extremely beneficial partner for the Lenovo Entertainment Hub, but also strategically as we prepare to expand our verticals and virtual reality offering.”

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About Instant Sponsor

Instant Sponsor is an industry leading integrated technology platform and content delivery company that provides the access for companies of all sizes to participate in sponsorship/advertising and branding across sports and E-sports properties globally. The Instant Sponsor platform creates the gateway between brands and sponsorship opportunities aligning parties through advanced metrics and algorithms. The Instant Sponsor seamless platform experience is the one stop shop for sourcing and purchasing sponsorship opportunities in sports and E-sports globally.

Instant Sponsor has worked with a number of high profile sports teams and personalities globally, including the NBA with the Dallas Mavericks and Los Angeles Lakers. It has worked with MLB teams, including the Oakland Athletics and Houston Astros; NHL teams, including the Los Angeles Kings and Carolina Hurricanes; current tennis WTA star and World number 3 Agnieszka Radwanska and Grand Slam winners on both the female and male side.

About Beyond Media

Beyond Media is a state-of-the-art virtual reality and multimedia solution, delivering entertainment and virtual reality experience platforms. Beyond Media processes, meets and exceeds the digital rights management (“DRM”) requirements of premium content partners in delivering high definition content via its robust and secure platform. With its patent pending compression technologies it can deliver the highest quality 2D/3D/360 and VR content with the least amount of strain to network and hardware.

For more information, please contact:

Website: beyond.media

For Content Partnerships: content@beyond.media

For PR Enquiries to David Tasker: pr@beyond.media

For Partnership Opportunities: info@beyond.media

About Yonder & Beyond

Yonder & Beyond is a portfolio of synergistic technology assets with a focus on mobile businesses. Y&B's strategy is to identify and develop disruptive applications with high commercialisation and scalability potential.

Y&B equip startups with vital capabilities beyond capital. Our philosophy is to invest in people, as well as invest in their business, so they can both grow and succeed. We are dedicated to contributing to the development of businesses through our resources, experience and relationships.
















For more information, please contact:

Website: www.yonderbeyond.com

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Partnership Opportunities: info@yonderbeyond.com

Yonder & Beyond portfolio of technology assets and applications include:

 Interest: 70% Website: beyond.media	<ul style="list-style-type: none">  Advanced virtual reality and content platform  Creating state of the art virtual reality and multimedia solutions  Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators & content owners  Leading team who have vast experience working for Saffron Digital & HTC
 Interest: 60% Website: http://www.prism-digital.com/	<ul style="list-style-type: none">  Nominated for "Best New Agency 2016" in The Recruiter Awards  Cash generative business with increasing pipeline of sales, revenue and clients  High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com  Host of high-profile London technology events in conjunction with Facebook and Microsoft
 Interest: 75% Website: www.gophr.com	<ul style="list-style-type: none">  Making deliveries quick and simple for everyone. Order your courier from your mobile.  Disruptive technology gaining momentum and a significant customer base.  Outstanding growth in sales, revenue and customers during 2016  Send or pick up deliveries with a single tap



Interest: 72%

Website: www.boppl.me

- YB** Leading mobile ordering and payment app
- YB** Pre-order and pay for food and beverages, before you arrive or at the venue
- YB** Potential for multiple revenue streams and insightful customer metrics for every Boppl venue
- YB** Currently deploying in Australia, UK & USA
- YB** Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013, Anthill SMART 100 Index 2016 and Anthill Reader's Choice Awards 2016