

29 December 2016

Beyond Media Signs Technology Partnership Deal with Green Man Gaming

Highlights:

- Beyond Media is partnering with Green Man Gaming, a world leading eCommerce technology platform for the launch of it's entertainment platform, the Y-hub.
- Y-hub will be available to provide content for some of the biggest PC and laptop manufacturers in the world.
- The Y-hub users will be able to access Green Man Gaming's award winning shopfront, enjoying an enormous selection of games from it's patented, cloud based, global games delivery system.
- The global games market is estimated to be worth \$99.6 Billion USD in 2016-with PC games accounting for 27% of that revenue¹.
- Continues Beyond Media's strategy to provide device manufacturers with next generation content.

Background - Beyond Media

Beyond Media has developed the Y-Hub platform which enables device manufacturers to provide 2D/3D/4K/AR content to its customers and is assembling leading global enterprises in their field to create and profit from a new standard for how digital content is acquired and experienced on a global scale.

Ongoing development of the Beyond Media technology continues with the company on track to showcase its technology in less than a month at CES (the worlds largest consumer electronics fair). Concurrently, management have focused its efforts on forming and finalizing several key commercial agreements with leading global enterprises within the consumer electronics and content industries. These activities are expected to deliver revenues directly from the consumption of Beyond Media technology in the very near term.

Green Man Gaming Agreement

To this end Yonder & Beyond Ltd (ASX: YNB) is pleased to announce that Beyond Media has entered into a technology partnership with Green Man Gaming, one of the worlds leading digital games eCommerce platforms. As part of the partnership a Green Man Gaming shopfront will be available to Y-Hub customers wishing to purchase games from over 500 publishers.

Green Man Gaming is an award-winning global online games eCommerce technology platform that is regarded as a leader in the rapidly growing gaming industry.

¹ Source: Newzoo (<https://newzoo.com/insights/articles/global-games-market-reaches-99-6-billion-2016-mobile-generating-37/>)

This agreement and the partnership with Green Man Gaming underlines Beyond Media's strategy of engaging innovative, market leading partners to create the next generation of content delivery platforms for the world leading device manufacturers and content publishers.

Commercial outcome

The partnership with Green Man Gaming is a significant step towards creating a fully integrated content delivery platform where users can access all forms of digital content through a seamless interface.

Beyond Media will complete the technical implementation with support from Green Man Gaming. Work on the Y-Hub has already commenced and will be launched in Las Vegas at CES in January 2017.

Yonder & Beyond and Beyond Media CEO, Shashi Fernando said, "This agreement highlights Beyond Media's outstanding ability to attract world leading partners to participate in the development and execution of our internationally recognised content delivery platform. We are proud to have partnered with Green Man Gaming. With their enormous product catalogue, award winning shopfront and patented digital delivery system the Y-Hub will provide a seamless experience for gamers on some of the biggest manufacturers of PC's and laptops in the world".

Paul Sulyok, Founder & CEO at Green Man gaming, said "We are delighted to be partnering with Beyond Media for the exciting launch of the Y-hub. Offering a Green Man Gaming shopfront and patented technology platform to millions of global gamers will deliver significant market benefits to the developers and publisher partners of the amazing games in our catalogue".

About Green Man Gaming

Green Man Gaming is a global e-commerce technology company in the video games industry and the first choice for millions of passionate gamers around the world.

The company offers a wide range of digital games that customers can play on their favourite platforms including PC, Mac, Sony Playstation and Nintendo. Working directly with over 500 publishers, developers and distributors, it provides gamers in 190 countries a large catalogue of multi-platform games at competitive prices. Green Man Gaming is an official distributor of Sony PS4, Nintendo, Steam, Uplay, Rockstar Social Club and many more PC platform products.

Green Man Gaming's publishing arm works with developers to help publish and market their own games, supporting them every step of the way. A vibrant online community also connects gamers and rewards them for in-game activity. This gameplay data allows Green Man Gaming to further improve the overall gaming experience.

Green Man Gaming's passion for games and strong community platform provides gamers with the ultimate multi-platform destination to shop, connect and get the best insights online.

For more information on Green Man Gaming go to: www.greenmangaming.com

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 commercialization 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:

 <p>Interest: 70% Website: beyond.media</p>	<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
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 <p>Interest: 75% Website: www.gophr.com</p>	<ul style="list-style-type: none"> YB Making deliveries quick and simple for everyone. Order your courier from your mobile. YB Disruptive technology gaining momentum and a significant customer base. YB Outstanding growth in sales, revenue and customers during 2016 YB Send or pick up deliveries with a single tap
 <p>Interest: 72% Website: www.boppl.me</p>	<ul style="list-style-type: none"> 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
 <p>Interest: 60% Website: http://www.prism-digital.com/</p>	<ul style="list-style-type: none"> YB Nominated for "Best New Agency 2016" in The Recruiter Awards YB Cash generative business with increasing pipeline of sales, revenue and clients YB High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com YB Host of high-profile London technology events in conjunction with Facebook and Microsoft