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## Beyond Media announces partnership with Ericsson

### Highlights:

- Beyond Media signs agreement with Ericsson, to join its Unified Delivery Network (UDN)
- Opens multiple opportunities for Beyond Media to deliver to Ericsson partners

Yonder & Beyond Ltd (ASX:YNB) is pleased to announce that Beyond Media has entered into an agreement with the number 1 mobile infrastructure company in the world, Ericsson Inc. As part of this agreement, Beyond Media will use the Ericsson Unified Delivery Network (UDN) to deliver content for the Y-Hub platform.

The Ericsson UDN is a content delivery network that includes many of the world's global operators, premium content partners and service providers. The Ericsson UDN is a global content distribution network (G-CDN) that enables and aggregates network capabilities into the public domain, allowing services to be optimized and scaling the delivery of over-the-top (OTT) services and high quality video content.

Ericsson and its global service provider partners will work together to deliver last mile technology, global reach and rich data analytics. Ericsson's strong relationships within the media and technology industry will allow it to facilitate and create new business relationships in this content delivery network.

While the terms of the agreement are commercial in confidence, the agreement allows Beyond Media to fix its content delivery costs and have access to the Ericsson UDN network community.

Yonder & Beyond and Beyond Media CEO, Shashi Fernando said, "We are very excited to partner with Ericsson. They are a global leader in mobile infrastructure and we trust that through the Ericsson UDN, Beyond Media can reach more customers."

Diomedes Kastanis, Vice President and Global Head of Innovation at Ericsson said, "UDN harnesses the combined power of the world's service providers, and delivers it in actionable form to meet the quality, performance, marketing and expansion needs of today's cutting-edge content and applications providers. We are pleased to welcome Beyond Media to the UDN family."

### About Ericsson

Ericsson is the driving force behind the Networked Society - a world leader in communications technology and services. Our long-term relationships with every major telecom operator in the world allow people, business and society to fulfil their potential and create a more sustainable future. Our services, software and infrastructure - especially in mobility, broadband and the cloud - are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With approximately 115,000 professionals and customers in 180 countries, we combine global scale with technology and services leadership. We support networks that connect more than 2.5 billion subscribers. Forty percent of the world's mobile traffic is carried over Ericsson networks. And our

investments in research and development ensure that our solutions - and our customers - stay in front.

Founded in 1876, Ericsson has its headquarters in Stockholm, Sweden. Net sales in 2015 were SEK 246.9 billion (USD 29.4 billion). Ericsson is listed on NASDAQ OMX stock exchange in Stockholm and the NASDAQ in New York.

### 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 has developed the Y-Hub platform which enables device manufacturers to provide 2D/3D/360 and VR content to its customers. the company's 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 is able to 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](http://beyond.media)

For Content Partnerships: [content@beyond.media](mailto:content@beyond.media)

For Partnership Opportunities: [info@beyond.media](mailto: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](http://www.yonderbeyond.com)

Partnership Opportunities: [info@yonderbeyond.com](mailto:info@yonderbeyond.com)

### Yonder & Beyond portfolio of technology assets and applications include:

 <p>Interest: 70% Website: <a href="http://beyond.media">beyond.media</a></p>	<ul style="list-style-type: none"> <li> Advanced virtual reality and content platform</li> <li> Creating state of the art virtual reality and multimedia solutions</li> <li> Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators &amp; content owners</li> <li> Leading team who have vast experience working for Saffron Digital &amp; HTC</li> </ul>
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 Interest: 75% Website: <a href="http://www.gophr.com">www.gophr.com</a>	<ul style="list-style-type: none"> <li> Making deliveries quick and simple for everyone. Order your courier from your mobile.</li> <li> Disruptive technology gaining momentum and a significant customer base.</li> <li> Outstanding growth in sales, revenue and customers during 2016</li> <li> Send or pick up deliveries with a single tap</li> </ul>
 Interest: 72% Website: <a href="http://www.boppl.me">www.boppl.me</a>	<ul style="list-style-type: none"> <li> Leading mobile ordering and payment app</li> <li> Pre-order and pay for food and beverages, before you arrive or at the venue</li> <li> Potential for multiple revenue streams and insightful customer metrics for every Boppl venue</li> <li> Currently deploying in Australia, UK &amp; USA</li> <li> Winner of the UK Mobile &amp; 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</li> </ul>
 Interest: 60% Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a>	<ul style="list-style-type: none"> <li> Nominated for "Best New Agency 2016" in The Recruiter Awards</li> <li> Cash generative business with increasing pipeline of sales, revenue and clients</li> <li> High profile clients, including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</li> <li> Host of high-profile London technology events in conjunction with Facebook and Microsoft</li> </ul>