
ASX ANNOUNCEMENT (ASX: YNB)

Press Release

Green Man Gaming offers digital games on new Lenovo Entertainment Hub

London, UK, 16 March 2017 - Green Man Gaming, a global e-commerce technology company in the video games industry, has announced its collaboration with Lenovo and Beyond Media (majority owned by ASX listed company Yonder & Beyond - **ASX:YNB**) to offer digital games on the new Lenovo Entertainment Hub through Beyond Media's Y-Hub platform. Green Man Gaming demonstrated its storefront on the Lenovo Entertainment Hub powered by Beyond Media at the recent CES 2017, which won a Best of CES 2017 Award from Windows Central.

Beginning in Q2 2017, Green Man Gaming will give gamers the chance to purchase their favourite PC games directly from their Lenovo PCs through the Lenovo Entertainment Hub. Additionally, they can benefit from special offers and deals, exclusive to Lenovo hub users. Users of the hub will also be able to upscale their games into a VR experience.

Green Man Gaming is working closely with Beyond Media, the developers of the fully integrated content delivery platform, to deliver a seamless browsing and shopping experience for PC gamers worldwide.

"We're excited about working with Lenovo because we're making some of the best gaming experiences available on PCs recognised across the industry for their quality, innovation and design. Our games will be available to Lenovo customers worldwide who download the Lenovo Entertainment Hub onto their machines, giving them access to the Green Man Gaming product catalogue and special deals," said **Paul Sulyok, CEO and Founder of Green Man Gaming**.

"Our collaboration with Beyond Media and Green Man Gaming lets us give customers a rich gaming experience with our Lenovo Legion brand of gaming devices," said **Mark Fletcher, Director of Software and Content Services at Lenovo's PC & Smart Device Business Group**. "Beyond Media's technologies partnered with Green Man Gaming's product catalogue and gaming industry expertise helps us deliver an immersive and content-loaded experience that sets our PCs apart."

"We are delighted to be changing the face of VR with ground breaking technology and also very glad to be, as a team, back in the space where we can make a considerable difference. We're looking forward to working with Green Man Gaming and Lenovo to launch this innovative solution to their customers," said **Shashi Fernando, CEO of Yonder & Beyond**.

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Notes to Editors

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 gamers around the world.

We offer a wide range of digital games that our customers can play on their favourite platforms including PC, Mac, Sony Playstation and Nintendo. Working directly with over 500 publishers, developers and distributors, we offer 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. Our vibrant online community also connects gamers and rewards them for in-game activity. This gameplay data allows us to further improve the overall gaming experience.

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

www.greenmangaming.com

About Beyond Media

Beyond Media has developed the Y-Hub platform which enables device manufacturers to provide 2D/3D/4K/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 can deliver the highest quality 2D/3D/360 and VR content with the least amount of strain to network and hardware. Y-Hub is a proprietary platform to Beyond Media which is a subsidiary of YNB.

Website: <http://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

PR enquiries: pr@yonderbeyond.com

Partnership Opportunities: info@yonderbeyond.com

Yonder & Beyond portfolio of technology assets and applications include:

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|  <p>Interest: 70% Website: beyond.media</p> | <ul style="list-style-type: none"> YB Advanced virtual reality and content platform YB Creating state of the art virtual reality and multimedia solutions YB Delivers 'cutting edge' VR and entertainment platforms for OEMs, operators & content owners YB Leading team who have vast experience working for Saffron Digital & HTC |
|  <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 |

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