



ASX ANNOUNCEMENT (ASX: YNB)
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YONDER & BEYOND COMPLETES STRATEGIC INVESTMENT IN INTERNET CONTENT GROUP FOCUSED IN MYANMAR

- Yonder and Beyond invests in Squar Pte Ltd
- Leading internet content group focussed exclusively in Myanmar
- Frontier country investment

9 March 2015: Yonder & Beyond Group Limited ("Y&B" or "the Company") (ASX: QRL), the global technology operational accelerator, is pleased to advise it has completed a strategic investment into Singapore based, Squar Pte Ltd (Squar), a mobile networking and entertainment company, with a range of mobile applications under the MySQUAR banner.

Yonder & Beyond has acquired an initial interest of 3% stake in Squar, for an initial investment of \$675,000.

Squar owns the leading internet content group exclusively focusing services in Myanmar. The MySQUAR content platform was created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences. Their mission is to inspire creativity, entertainment and a better standard of living in Myanmar by offering world class consumer technology solutions that connect Myanmar people with local businesses, products and each other. Guided by a seasoned leadership team with experience developing global communities through social media, gaming and eCommerce technologies, MySQUAR is forging new ground in Myanmar.

Myanmar is a South East Asian country with a population of more than 50 million people. Myanmar is currently experiencing significant international investment and economic growth, which for the fiscal year end 31 March 2015 is on track to achieve 7.8% GDP growth (Asian Development Bank - <http://www.adb.org/countries/myanmar/economy>). Myanmar is experiencing rapid mobile phone growth. With very low penetration rates of DSL and broadband, it is expected connection to the internet shall be predominantly via smart phones.

Director of Yonder & Beyond, Mr Shashi Fernando said: *"we are delighted to add Squar to our existing portfolio of technology assets and applications. The telecommunications services industry in Asia is one of the most dynamic and fast growing demographics in the world. Squar has performed extremely well since launch hitting all its user targets, and we are excited for the Yonder team to be able to further assist Squar with our mobile and emerging market experience."*

"Squar is an exciting fast growing company in a frontier developing market that is experiencing exponential growth. The precedents that can be seen with the growth and adoption of mobile products in other developing markets give us great expectations for Squar. Starting from an estimated base of less than 10% mobile penetration, this provides a lot of room to grow. We believe this is a very exciting opportunity for Yonder & Beyond's shareholders."

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About Yonder & Beyond

Y&B is a global technology venture accelerator with a focus on mobile applications. Y&B's strategy is to identify and develop disruptive applications with high commercialisation and scalability potential.

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. Y&B's existing portfolio of assets is listed below:

Boppl – a leading mobile order and payment app, Boppl allows for the pre-ordering and payment of food and beverages. Boppl is currently deploying in Australia, France, Switzerland and South Africa. Boppl has won a number of awards including the UK Mobile & Apps Design Award in 2014, App of the Day by Mobile Entertainment and Top 50 Mobile Innovator in 2013. Boppl has the potential for multiple revenue streams.

Twitter: @boppl

Website: www.boppl.me

Prism Digital – a profitable and fast-growing digital recruitment agency. Generating cash, Prism Digital has specialized knowledge and long-term relationship within the tech industry with a particular focus on technical sub-segments. The management of Prism Digital have experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com

Gophr – Gophr is a courier application created to improve the experience for customers and couriers alike. Gophr enables customers to book jobs directly with a courier, track the progress of a delivery and review the performance of a specific courier. Courier companies currently operate often on gross margins in excess of 30%. Disrupting the existing practices, Gophr aims to take a smaller gross margin, allowing the courier to have more earning potential whilst providing the customer a cheaper service with the ease of being able to book through a smart phone.

Twitter: @gophr

Website: www.gophr.it

Wondr - Wondr allows users to experience what's happening anywhere, through the eyes of those who are there. Wondr brings major social network platforms into a single, simple feed with an all-access pass and the ability to create private events, such as weddings and family holidays, or concerts. Wondr also allows event organisers to use and own their content for different marketing or promotional purposes.

Twitter: @wondrit

Website: www.wondr.it

Squar – MySQUAR is the first local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences. Our mission is to inspire creativity, entertainment and a better standard of living in Myanmar by offering world class consumer technology solutions that connect Myanmar people with local businesses, products and each other. Guided by a seasoned leadership team with experience developing global communities through social media, gaming and eCommerce technologies, MySQUAR is forging new ground in Myanmar. MySQUAR operates out of Yangon, Myanmar and Ho Chi Minh City, Vietnam.

Website: www.mysquar.com