



ASX ANNOUNCEMENT (ASX: YNB)
4/66 KINGS PARK ROAD, WEST PERTH WA 6005
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YONDER & BEYOND COMPLETES STRATEGIC INVESTMENT IN CONNEXION MEDIA

- **Yonder & Beyond invests A\$300,000 in Connexion via the placement of 1.5m shares at A\$0.20 per share**
- **Connexion is a specialist in the connected car market with significant potential to expand globally**
- **Yonder & Beyond will provide Connexion with access to a wealth of partnerships with entertainment brands and manufacturers internationally**

25 March 2015, Melbourne, Australia: Global technology operational accelerator Yonder & Beyond Group Limited ("Yonder & Beyond") (ASX: YNB) has completed a strategic investment in ASX-listed technology company Connexion Media Limited ("Connexion") (ASX: CXZ), a specialist in the connected car market.

The investment of A\$300,000 comes via the purchase of 1.50 million shares at A\$0.20 per share from existing CXZ shareholders. The strategic investment is the first made by Yonder & Beyond since its recent listing on the ASX.

Yonder & Beyond will use its vast technology intelligence and expertise to assist Connexion with sales and marketing opportunities across the Asia Pacific region. Connexion has two core products, the miRoamer radio and music service app for web connected vehicles as well as cloud-based connected vehicle management service Flex.

miRoamer aggregates a variety of leading cloud based content providers to provide a bespoke in-car audio and visual experience for the end-user. Leveraging digital AM/FM radio and podcast services from around the world, drivers can access up to 35,000 stations or customise their content based on genre, language, location and more.

The platform also enables car manufacturers to create branded audio and visual content hubs for the end user, tailoring the user experience accordingly. To date, Connexion has signed deals with Volkswagen, General Motors and Continental for the installation of miRoamer in its infotainment hardware.

Flex provides the ability to manage a fleet of vehicles from a central control point using 3G mobile connectivity. The cloud based platform provides fleet managers with tracking information including vehicle location, distance travelled, fuel consumption and battery life therefore improving productivity, safety and vehicle management.

"We see huge potential in the connected car market and Connexion is at the forefront of opportunities in the sector, it has been on our radar for some time. We bring a wealth of relationships in entertainment technology and services that we feel that we can introduce that will set the products apart and out front" Yonder & Beyond CEO and Managing Director Mr Shashi Fernando said.

"Mr Fernando and his team have proven themselves in the delivery of world- class technologies with a particular focus on mobile and entertainment solutions. Shashi personally brings with him long established entertainment relationships that will quickly feed into the miRoamer offering an exceptional solution for any manufacturer globally," Connexion Media CEO and Managing Director George Parthimos said.



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“We expect this strategic investment will open doors to more opportunities for Connexion and its products,” he added.

Ends

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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.

Website: www.yonderbeyond.com





About Connexion Media

Connexion Media Ltd (ASX: CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge in the UK.

Website: www.connexionmedia.com.au

Yonder & Beyond portfolio of technology assets and applications include:








-  Profitable and fast-growing digital recruitment agency
-  Cash generative
-  Specialised knowledge and long-term relationships within industry focusing on technical sub-segments
-  Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com

Twitter: @prism_digital

Website: <http://www.prism-digital.com/>








-  Leading mobile ordering and payment app
-  Pre-order and pay food and beverages
-  Potential for multiple revenue streams
-  Currently deploying in Australia, France, Switzerland and South Africa
-  Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013

Twitter: @boppl

Website: www.boppl.me








-  Experience what's happening anywhere, through the eyes of those who are there
-  Brings major social network platforms into a single, simple feed
-  An all-access pass
-  Ability to create private events, such as weddings and family holidays, or concerts
-  Allows event organisers to own their content

Twitter: @wondrit

Website: www.wondr.it



-  Making deliveries quick and simple for everyone. Order your courier from your mobile.
-  Disruptive technology. Cheaper for consumers, more income for couriers
-  Send or pick up deliveries with a single tap
-  Cashless and convenient for couriers and customers
-  Clear delivery pricing, simply set the pick-up and drop-off location

Twitter: @gophr

Website: www.gophr.it