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## **Yonder & Beyond acquires 45% stake in new Western Australian based mobile network operator MeU**

Global technology operational accelerator Yonder & Beyond Group Limited ("Yonder & Beyond") (ASX: YNB) has acquired a 45% share in new West Australian-based mobile network operator MeU, which plans to officially launch its unique B2C customer offerings during April of this year.

Key terms of the transaction:

- Yonder acquires 45% interest in MeU Mobile
- Yonder to receive \$22,500 per month Service Fees
- Total investment of \$400,000, being \$275,000 cash payable in instalments and \$125,000 conversion of Service Fees to Equity

MeU has been operationally tested with a live and active fee paying member base. It is in its final stage before official public launch. It has positioned itself to be a disruptive, innovative force within the telecommunications sector. With a firm focus on the member and today's data hungry consumer, coupled with standout customer service delivered to members by a dedicated team of Australian member service representatives.

MeU will be Australia's first Social Mobile Network <sup>™</sup> having developed a bespoke innovative socially connected platform to enable its members to connect both socially and with MeU's customer centric service representatives in a cheaper, faster and more intuitive way.

MeU's class leading mobile products provide a 3G footprint of 98.5% of the Australian population covering 1.3 million square kilometres, using part of Telstra's 3G mobile network. Also, using a best in class billing engine and a highly personal customer facing platform MeU members will engage with a mobile product that leads on product and differentiates on service, while at all times being transparent on pricing.

Commenting on the investment in and strategic partnership with MeU, Yonder & Beyond CEO Mr Shashi Fernando said, "We believe the MeU team has created a truly social mobile network, which will prove to be a disrupter in the Australian market, offering members exceptional coverage, member focused pricing and world's best class customer service."

"We are genuinely excited to be working with this highly innovative and driven team and believe this offering will integrate well with our existing asset/investment portfolio and resonate well with our global telecommunications partners and contacts."

MeU founder Brodie Rice added that, “as the MeU team gear up for our launch during April, which we’re proud to say will be Australia’s first Social Mobile Network <sup>™</sup>, we are also delighted to have secured the investment and strategic support from fellow innovators and fellow disruptors at Yonder & Beyond, a team with a proven capability in the development and delivery of world-class technologies globally, particularly focused on innovative mobile solutions.

“A key aspect of this partnership will be the relationships and previous experience that the Yonder & Beyond team have with global decision makers within handset manufacturers, content providers and social platforms, delivering access to services and products not normally available in the Australian market.”

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**For more information please contact:**

Shashi Fernando  
CEO  
[shashi@yonderbeyond.com](mailto:shashi@yonderbeyond.com)

David Tasker  
Professional Public Relations  
+61 433 112 936  
[David.tasker@ppr.com.au](mailto:David.tasker@ppr.com.au)

**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](http://www.yonderbeyond.com)

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

 <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a>	<ul style="list-style-type: none"> <li> Profitable and fast-growing digital recruitment agency</li> <li> Cash generative</li> <li> Specialised knowledge and long-term relationships within industry focusing on technical sub-segments</li> <li> Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</li> </ul>
 <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 food and beverages</li> <li> Potential for multiple revenue streams</li> <li> Currently deploying in Australia, France, Switzerland and South Africa</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</li> </ul>
 <a href="http://www.wondr.it">www.wondr.it</a>	<ul style="list-style-type: none"> <li> Experience what's happening anywhere, through the eyes of those who are there</li> <li> Brings major social network platforms into a single, simple feed</li> <li> An all-access pass</li> <li> Ability to create private events, such as weddings and family holidays, or concerts</li> <li> Allows event organisers to own their content</li> </ul>
 <a href="http://www.gophr.it">www.gophr.it</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. Cheaper for consumers, more income for couriers</li> <li> Send or pick up deliveries with a single tap</li> <li> Cashless and convenient for couriers and customers</li> <li> Clear delivery pricing, simply set the pick-up and drop-off location</li> </ul>

<p><b>CONNEXION</b> <a href="http://www.connexionmedia.com.au">www.connexionmedia.com.au</a></p>	<p><b>YB</b> <b>C</b> Connexion Media specialises in the car connection market with two core products</p> <p><b>YB</b> <b>C</b> miRoamer radio and music service app for web connected vehicles</p> <p><b>YB</b> <b>C</b> Clients include Volkswagen, General Motors and Continental</p> <p><b>YB</b> <b>C</b> Flex manages vehicle fleets from a central control point using 3G technology</p> <p><b>YB</b> <b>C</b> Flex is a cloud based platform with tracking information</p>
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