

## MeU Mobile Launches Australia's First Social Mobile Network™

Global technology operational accelerator Yonder & Beyond Group Ltd (ASX: YNB) (“YNB” or the “Company”) is pleased to advise that MeU Mobile a new mobile virtual network operator (MVNO) and Australia's First Social Mobile Network™ has successfully launched - offering Australians simple and transparent competitive pre-paid mobile plans on Australia's second biggest mobile network.

It has four plans, known as ‘Oodles’, which provide members with talk, text and data at highly competitive prices. Additionally, MeU will advise its members if they are over-spending on the service at the end of the billing cycle, ensuring they are on the right plan for them.

Members can keep their previous mobile number, have access to free voicemail and calls to 1800 numbers, as well as access to its network – Kevin – which provides a 3G footprint of 98.5% of the Australian population, covering 1.3 million square kilometres, using part of Telstra's 3G mobile network.

MeU Oodles have no lock-in contracts and users can opt out at any time. Oodles start from \$29 and go up to \$59. All MeU plans have no flag fall charge, no penalty charges for going over data allowances and are transparent on pricing. If members exceed their plans, they have the option to purchase add on data packages for a flat fee of \$10 per GB or simply disable data until the end of the month.

**Plans that give you Oodles**  
 Uncomplicated and generous plans designed for the way you connect.



	\$29	\$39	\$49	\$59
<b>Data</b>	2GB	3GB	4GB	5GB
<b>Free SMS</b>	300	400	500	UNLIMITED
<b>Included value*</b> <small>Voice, SMS &amp; MMS</small>	\$300	\$400	\$500	UNLIMITED
<b>Cost of making a 2 minute standard national mobile call</b>	\$1.36	\$1.36	\$1.36	\$1.36
<b>Cost to send a standard national SMS</b>	25c	25c	25c	25c
<b>TOTAL PER MONTH</b>	<b>\$29</b>	<b>\$39</b>	<b>\$49</b>	<b>\$59</b>

Commenting on the launch of MeU Mobile, YNB Managing Director, Shashi Fernando, said “We are delighted MeU has now launched in Australia and are extremely excited in the progression of Australia's first social mobile network.”

“MeU Mobile has 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.”



ASX ANNOUNCEMENT (ASX: YNB)  
4/66 KINGS PARK ROAD, West Perth WA 6005  
PO Box 52, West Perth WA 6872

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To provide its customers with the best possible service and transparent billing, MeU Mobile has deployed Inabox Group Limited (ASX: IAB) as its provisioning gateway. Over the next few months, IAB and MeU Mobile will be working towards providing new features such as data sharing by phone tapping, online chat support where customers earn bill credit by answering questions and easy-click donations.

“There is a lot more to come from this new operator, as it looks to shake up and disrupt the mobile industry,” Fernando concluded.

YNB holds a 45% interest in MeU Mobile (refer ASX announcement dated 27 March 2015). In addition to its investment YNB provides MeU with access to a large contact base across hardware, software and content providers.

MeU SIMs are available directly at [meu.mobi](http://meu.mobi) and members can sign up to the service using their Facebook profile.

Ends

**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:

 <p>Interest: 60% Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a></p>	<ul style="list-style-type: none"> <li> Fast-growing digital recruitment consultancy</li> <li> Cash generative</li> <li> Specialised knowledge and long-term relationships within the 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>
 <p>Interest: 72% Website: <a href="http://www.boppl.me">www.boppl.me</a></p>	<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>
 <p>Interest: 100% Website: <a href="http://www.wondr.it">www.wondr.it</a></p>	<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>
 <p>Interest: 75% Website: <a href="http://www.gophr.it">www.gophr.it</a></p>	<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>Interest: 45% Website: <a href="http://www.meu.mobi">www.meu.mobi</a></p>	<p><b>YB</b> Australian mobile network operator planning to officially launch unique B2C customer offerings during April 2015</p> <p><b>YB</b> Disruptive, innovative force within the telecommunications sector</p> <p><b>YB</b> Will be Australia's first Social Mobile Network™ using a bespoke and innovative socially connected platform enabling members to connect both socially and with MeU's customer centric service representatives in a cheaper, faster and more intuitive way</p> <p><b>YB</b> 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.</p>
 <p>Website: <a href="http://www.connexionmedia.com.au">www.connexionmedia.com.au</a></p>	<p><b>YB</b> Connexion Media specialises in the car connection market with two core products</p> <p><b>YB</b> miRoamer radio and music service app for web connected vehicles</p> <p><b>YB</b> Clients include Volkswagen, General Motors and Continental</p> <p><b>YB</b> Flex manages vehicle fleets from a central control point using 3G technology</p> <p><b>YB</b> Flex is a cloud based platform with tracking information</p>
 <p>Interest: 3% Website: <a href="http://www.mysquar.com">www.mysquar.com</a></p>	<p><b>YB</b> First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences</p> <p><b>YB</b> 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.</p> <p><b>YB</b> 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.</p>



1300 308 514  
info@staff.meu.mobi  
www.meu.mobi  
MeU Mobile Pty Ltd ABN 80 600 907 588



**Not a network.  
A community.**

## MeU Mobile Launches Australia's First Social Mobile Network™

*MeU offers its members oodles of minutes, text and data, as it looks to shake-up the mobile industry by putting its members first*

**4th August 2015** – MeU has today announced the launch of Australia's first Social Mobile Network™, offering Aussies uncomplicated and generous mobile plans designed for the way we connect in today's digital world. The new virtual mobile network offers Aussies simple and transparent competitive pre-paid mobile plans on Australia's second biggest mobile network.

The new Social Mobile Network enables consumers to authenticate via social platforms, such as Facebook. Once signed up, members will have a choice of four new plans, known as 'Oodles', which provide heaps of talk, text and data at highly competitive prices. Additionally, MeU will advise its members if they are over-spending on the service at the end of the billing cycle, ensuring they are on the right plan for them.

MeU Oodles have no lock-in contracts and users can opt out at any time. Oodles start from \$29 and go up to \$59. All MeU plans have no flagfall charge, no penalty charges for going over data allowances and are transparent on pricing. If members exceed their plans, they have the option to purchase add on data packages for a flat fee of \$10 per GB or simply disable data until the end of the month.

Aussies get to keep their previous mobile number, have access to free voicemail and calls to 1800 numbers, as well as access to its network – Kevin – which provides a 3G footprint of 98.5% of the Australian population. Additionally, new functionality will be added to the network to enable member interaction, including the ability to gift each other minutes, text and data, as well as become part of the MeU community.

"Our new mobile network aims to lead on product and differentiate on service. It's all about providing our members with the best value. Not only are we offering them oodles of minutes, texts and data but we also want to create a bespoke, innovative, socially connected platform, which will enable members to connect both socially and with MeU's customer centric service representatives," said Brodie Rice, Founder and Chief Innovation Officer at MeU.

"We've noticed customer service is one of the biggest gripes for consumers and one of the top causes for people to change networks. That's why we're up front with our plans and have a local team to talk to if required. We want to be the mobile network of choice when it comes to uncomplicated plans, generous data allowances and friendly service."

MeU members will be able to contact member representatives in whichever way is most convenient, whether it be social media interactions or more traditional touchpoints, and staff are being cross-skilled to cut customer service call escalations and redirections.



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“We are delighted MeU has now launched in Australia and are extremely excited in the progression of Australia’s first social mobile network. Having previously worked with Netflix, Deezer, Spotify and Beats, as well as having a number of interesting technologies within our portfolio, such as PlayMEET, we can offer Aussie members with unique plans, services and opportunities moving forwards,” said Shashi Fernando, CEO of Yonder & Beyond.

“There is a lot more to come from this new operator, as it looks to shake up and disrupt the mobile industry,” he concluded.

MeU SIMs are available directly at [meu.mobi](http://meu.mobi) and members can sign up to the service using their Facebook profile.

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For more information please contact:

Ash Plaskett  
Professional Public Relations  
T: [Ash.Plaskett@ppr.com.au](mailto:Ash.Plaskett@ppr.com.au)  
E: 04 0135 6664

#### **About MeU**

MeU will be Australia's first Social Mobile Network(TM) 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.

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