



Yonder & Beyond

**Quarterly Review**

# Quarterly Review

## Portfolio companies

### Highlights

- Gophr achieves 264% increase in Q4 revenue against Q3 revenues (to \$54k), and partners with Beats by Dr Dre™ to deliver headphones in London
- Boppl increased order volume by 252% and dollar value of transactions through the app by 288%
- Mysquar achieved 2m user accounts as at 31 December 2015, up 150% since 31 May 2015
- Key partnerships agreed with major organisations for Boppl, Gophr, Prism Digital and MeU mobile
- Gophr featured in The Daily Telegraph as number 1 for '10 Best Apps for a Stress Free Christmas'
- \$1m funding via drawdown convertible note secured with CEO

Yonder & Beyond Group Ltd (ASX: YNB) (the Company) has released its Appendix 4C for the three-month period to 31 December 2015, a period in which portfolio companies entered or advanced "go to market" activities commenced in previous quarters.

Over the quarter YNB continued to increase its involvement within its portfolio companies and identify and introduce synergies across the group, resulting in increased sales, revenue and customer acquisition. Based on the specific requirements of each of the companies in its portfolio, YNB has been involved in securing partnerships, streamlining processes and operations, implementing technical products and finalising business/marketing plans and strategies.

YNB is satisfied of the growth in sales and revenue each of the companies is experiencing given their relative infancy, particularly Gophr and Boppl. Both companies increased their sales numbers, revenue and clients over the period, surpassing their growth from Q3.

During the period the Company also brought in-house key capabilities and resources enabling it to develop its own bespoke technology based products and solutions for portfolio companies and others. It is expected that this capability, which will directly service clients design, develop and deploy their technology products and services. will be more formally recognised within the group in the coming period.

## Partnerships

Partnerships have, and will continue to be, a key element of the portfolio companies marketing and growth strategies.

During the period the following key partnerships were established:

- **Gophr x Beats:** In December, Gophr partnered with renowned music brand, Beats by Dr Dre to be their official delivery provider.
- **Boppl x Epos Now:** With over 10,000 venues in the UK, Epos Now is a leader in cloud POS technology. This partnership allows for Boppl to be available in every Epos Now venue.
- **MeU mobile x Student Edge:** Australia's largest student member organisation with over 750,000 members. MeU has partnered with Student Edge to provide exclusive deals to members.

## Press Coverage

During the period portfolio companies continued to generate positive press coverage within mainstream and technology focused media outlets.

Below is a selection of key coverage generated during the period.

- An [article](#) in The Telegraph mentioning Gophr as the number 1 'The 10 Best Apps For a Stress Free Christmas'
- An [article](#) in The Australian on the MeU mobile partnership with Student Edge.
- An [article](#) on Digital Look website about the success Burma has been for MySQUAR

## Cash Receipts

On 31 December YNB announced that CEO Shashi Fernando had committed a further \$1m in funds via issue of a draw down convertible note to the company.

## Outlook

Shashi Fernando, Yonder and Beyond CEO said, "the company's outlook continues to be positive, with a number of assets operating in fast growing sectors continuing to develop and gain ground on a daily basis. 2016 will see YNB's assets continue to focus on growing their market share and growing their revenue base.



MySQUAR's showed continued growth, announcing that it had reached over 2m user accounts as at 31 December 2015. This represents an increase of 150% since 31 May 2015. In Q4, MySquar signed a 5-year deal with MyPAY to add mobile payment services to MyCHAT, MySquar's free mobile messaging and social networking application. The contract provides \$500k in integration fees for MySQUAR and half of all net fees generated by the services.

As 2015 developed it became clear that we were meeting our targets well ahead of expectations, and this latest update on user acquisition robustly maintains that trend", said MySQUAR CEO Eric Schaer.

Schaer said the company was targeting 1.5m users by the end of 2015 at the time of their AIM listing in July of that year, a target that was surpassed by more than 30%.

Internet and connectivity, particularly through mobile devices, has exploded in popularity in Burma since the military junta's pervasive web censorship was significantly reduced from September 2011.

In an exciting quarter, Google, the world's largest internet services company, has invited MySQUAR, the Myanmar social media and entertainment platform, to join the discussion panel at an event being held in March for Google's largest partners in South East Asia.

As of today (28th January 2016) the MySQUAR share price has gone up 87% since Christmas.

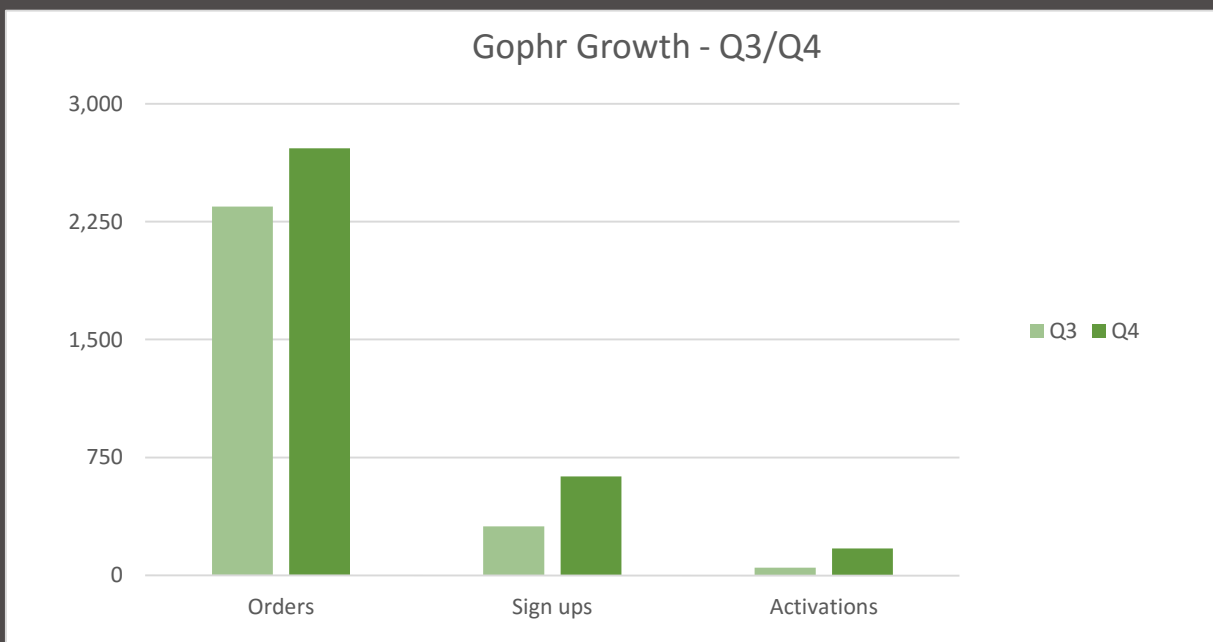




Gophr has used the significant foundation established during previous periods to generate impressive results to close Q4, and create strong momentum to commence 2016. Job orders and sales rose over the quarter, partnerships were formed with international brands and the company introduced motorcycles and vans to its established cycle fleet.

Gophr increased its order numbers by 16% when compared to Q3, which resulted in a 264% increase in revenue for Q4. This uplift can be attributed to the introduction of motorcycles and vans to the company's product offering in November, also rising the average revenue per delivery. After the introduction, Gophr experienced an immediate increase in sales and the average revenue per order rose 43% over that week.

Gophr has experienced an increase in customer sign ups and activations, with these figures rising month on month during the quarter. Customer activations, customers who go on to book a job after signing up, increased 258% when compared to Q3. The number of sign ups also increased by 103%, when compared with Q3.

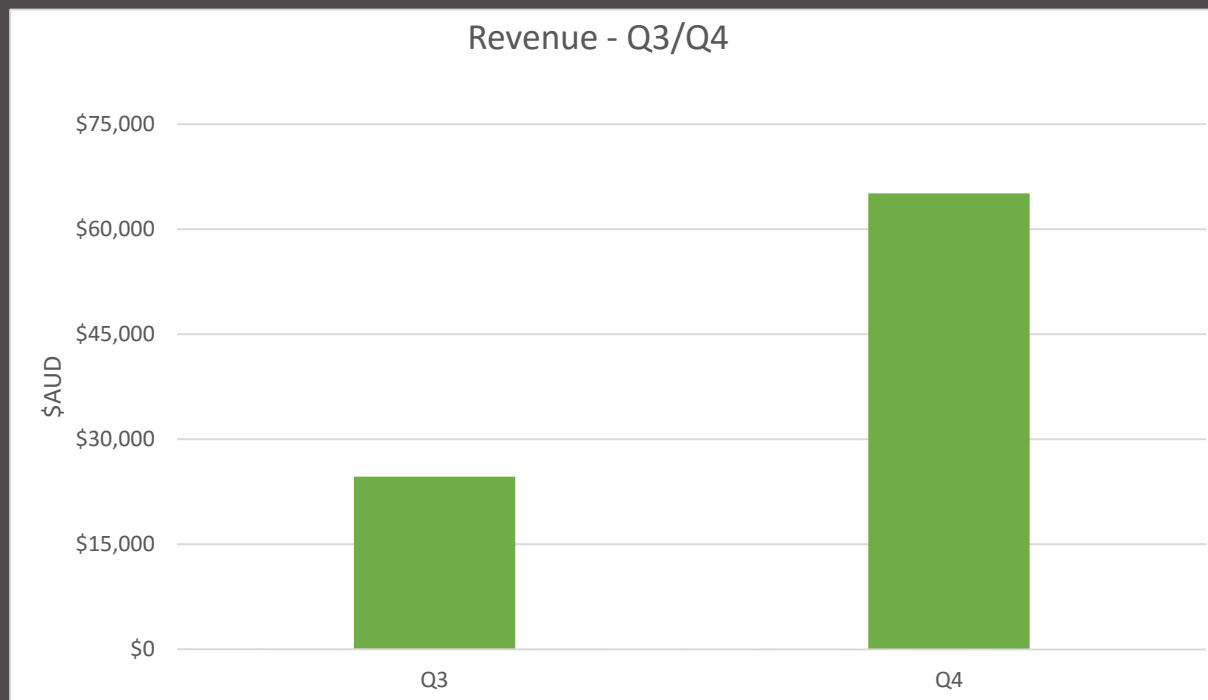


In October, Gophr became the first Living Wage accredited courier company. This was announced to the market in Australia and in the UK, and included endorsement from the Mayor of London Boris Johnson, the Living Wage Foundation and Gophr client, live entertainment company, Live Nation. There are many major corporations which are Living Wage accredited and as these companies are encouraged to use the services of each other, it is expected this will be a likely potential for future business.



October also saw Gophr list on Product Hunt and place a credible second. Backed by Andreessen Horowitz and Google Ventures, Product Hunt showcases the best products in technology. Feedback for Gophr was positive and the company's website saw an increase of traffic from international servers as a result.

Gophr conducted a food delivery trial in November in partnership with an online ordering solution provider. Results from the trial in December were a success and the company has commenced research to roll out food delivery on a larger scale, including its integration with **Boppl** with expected launch within the coming weeks.



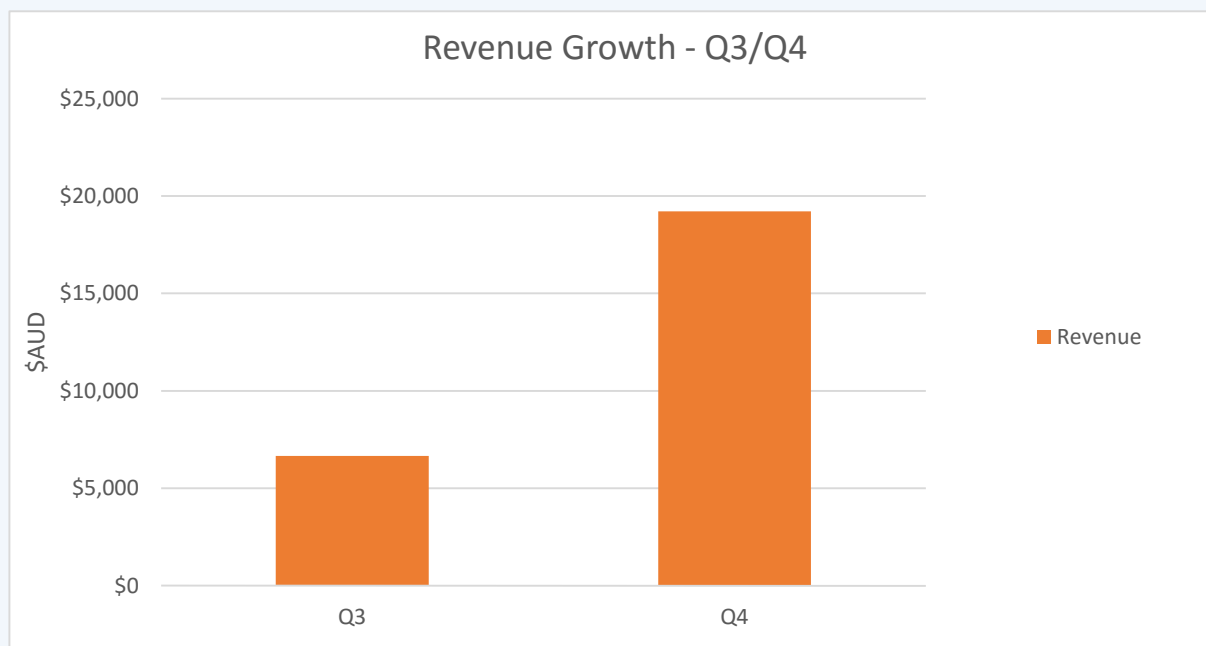
**The Daily Telegraph** featured Gophr as Number 1 in an article '**10 Best Apps for a Stress Free Christmas**'. This publicity also increased traffic and customer sign ups in December, aided by the busy Christmas period. Gophr partnered with **Beats by Dr Dre™** in December for a Christmas delivery campaign. This was promoted by Beats through their social media channels, continuing the high brand awareness for Gophr over the quarter.

Yonder & Beyond continued to assist Gophr with its management, business development and strategy planning during Q4. This assistance has allowed Gophr to focus on product development, building one of the most sophisticated customer-to-courier same day logistics systems.



Boppl has continued its growth from last quarter to close 2015 with strong sales, revenue, customers and venues. The company experienced an increase across all key metrics in Q4, particularly order volume and revenue. The company is popular amongst its customers, maintaining its high growth of repeat customers whilst still attracting new users and customers to the mobile payment platform.

During Q4, order volume increased month on month, with a total increase of 252% when compared to Q3. As a result, transaction volume increased during the period and revenue also continued its increase month on month, up to 64%, with a total increase of 288% when compared with Q3. This shows the popularity of Boppl amongst its customers, which is reflected in its strong customer retention rate at 252%, whilst still attracting new users and customers to the application. New user growth increased 172% from last quarter, with its conversion increasing over the period. New customers rose 250% when compared with Q3, showing the demand for the user base to order from the application and get the Boppl experience.



Venues are experiencing increases in their total order volume through their adoption of Boppl. Brisbane venue, **Miss Bliss Wholefoods Kitchen** experienced a 220% order increase in October from September and saw continual growth throughout the quarter. London venue, **Bombay Burrito**, has experienced similar benefits with order increases up to 50% month on month during the quarter. This shows the tangible benefit the platform is making on its venues and how it is aiding them to increase order volume and revenue, whilst also help hospitality own the shift to mobile.

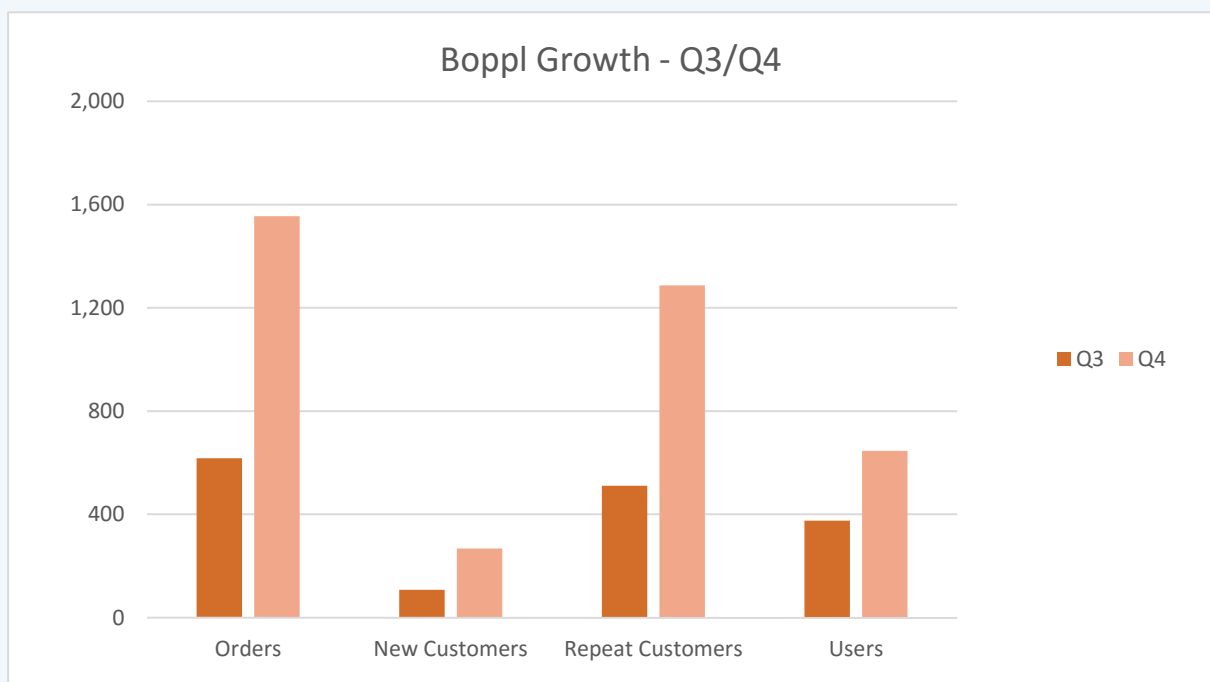
Boppl added many new venues to its existing popular mix in Brisbane, Perth and London over the period. It is in discussions with several large chains and franchises to provide a tailored Boppl solution for their mobile ordering requirements. The



company is continuing with its **White Label solution** for venues, which allows a venue to have its own bespoke and tailored application. This provides an additional revenue stream, charging venues an ongoing monthly fee. The White Label solution is currently offered at two venues in Brisbane.

In November, the company launched a campaign with its new referral system, which allows users to invite friends to try Boppl. This was successful in driving new customers to nearby venues and incentivising existing customers to share Boppl to their social networks. Over the quarter, the company finalised its integrations with Revel Systems and Clover. Both systems are global leaders in POS technologies, providing a complementary platform and distribution channel.

Boppl has also been featured on the global **Epos Now** marketplace, providing all venues the opportunity to enable mobile ordering 'powered by Boppl'. This campaign was rolled out in December and is being marketed by Epos Now, YNB and Boppl across social media, websites and blogs. Similarly to Epos Now, Boppl will be featured on both the Revel Systems and Clover app marketplaces, giving venues the ability to sign up with a single click. Collectively with its suite of integrations, over **400,000 venues** can today enable Boppl through their existing point of sales systems, without the need for any standalone hardware or operating a parallel tablet reporting solution.







Prism Digital had a successful quarter of sales, events and client engagements. Gross income was AUD\$700,000, and the company's new hires from September achieved their first sales in the business in October. Following the lead from Gophr, Prism Digital also became a **Living Wage** accredited company over the quarter and anticipate using the partnership to win new clients within the Living Wage community.

Prism has continued to be a primary choice for employers in the technology industry. Over the period, it made placements with reputable and major organisations, including **ASOS.com**, **John Lewis**, a Google-backed venture, **Zoopla** and a Government agency. This is in addition to the placements made with start-ups and other firms that contribute to the company's dynamic client base. In addition, mandates were secured over the period with high profile companies and start-ups alike to acquire sales for the beginning of 2016.

Prism hosts a popular meetup group called London DevOps, which continues to grow and succeed with the company's involvement. With its involvement, Prism recently secured a partnership with IBM's Softlayer for the event. London DevOps has become a popular and highly regarded event within London's tech community and has enabled Prism to meet new and prospective clients and candidates. December's event was held at Sainsbury's HQ, further developing Prism's relationship with major national organisations.

Over the period, the company restructured into a vertical split of two divisions, Development and Infrastructure. Both divisions maintained a solid pipeline of business and requirements over the quarter, with the pipeline extending into 2016. Prism launched a new website in October, which has a job board of the current listings. The new site has already seen an increase in activity and traffic, with candidates using the job board to apply for directly on the site.





MeU mobile has continued its growth from Q3, increasing customer acquisition and revenue over the period. There has been significant focus on product development, with MeU releasing its app for Apple and Android. The MeU brand won an award in October at the Perth Advertising & Design Club Awards on behalf of the company's marketing partner, Mindfield, winning the prize for Best Large Brand Identity.

With the release of new plans from the traditional telecommunications providers, MeU has been investigating ways for individual plans to be more attractive to its target audience.

In October, MeU started to shift its customer acquisition from digital mass marketing to a partnership based model. This commenced in November with the aim to engage with organisations with a total member base over 1 million. The first partnership agreement was signed with **Student Edge**, a leading Australian student membership group with over **750,000** high school and tertiary student members. MeU launched the campaign in December with exclusive deals to the entire Student Edge membership base. The company is in discussions with other membership organisations for its partnership affiliate scheme.

MeU launched the first version of its application for Apple and Android in November. The application automatically recognises the identity of the customer and allows them to:

- View usage, remaining minutes and data allowances;
- View bills, past and current bills are available on the app;
- View their current plan and its inclusions.

MeU has initiated discussions with handset providers to offer handsets as part of its plans in 2016. This will open up MeU to the market of customers who do not BYOD (Bring Your Own Device) for their mobile plans. While MeU is primarily an online retailer, supplying plans to its customers through its website and digital strategy, MeU is setting up a system for retailers to offer MeU plans in stores to increase sales and brand awareness.

Yonder & Beyond increased its involvement with MeU mobile over the quarter, which accelerated product development, business development and strategy. Technical assistance has included the development of the MeU app, mobile social products and technical implementation of the new UX. YNB's extended managerial support has streamlined operations and processes within MeU and accelerated the ability for MeU to attract potential partnerships.





PlayMeet was successfully launched to the App Store during Q3, with downloads and user numbers steadily increasing over Q4. Following the release of PlayMeet, YNB and its partners collected feedback on the app.

Development has commenced on PlayMeet 2.0, which will be redesigned to be minimalistic and serve the core USP for the users. The app will be rebuilt based on new designs and new technology, allowing it to scale multiple platforms.

YNB has worked closely with its partners for PlayMeet to redevelop a product roadmap for the new version of the app. Significant marketing plans and promotion will be involved, with PlayMeet, YNB and its partners committed to launching the new app early in 2016.

# wondr

After Wondr's release to the App Store last quarter, it has steadily increased its user base. The application is ideal for private photo sharing and allows users to directly post to Facebook and other social media. Development is continuing on Wondr 2.0, which will include additional functionalities and improvements.





Yonder & Beyond

## Appendix 4C

# Quarterly Report for Entities Admitted on the Basis of Commitments

# Appendix 4C

## Quarterly report for entities admitted on the basis of commitments

Introduced 31/03/00 Amended 30/09/01, 24/10/05, 17/12/10

Name of entity

**YONDER & BEYOND GROUP LIMITED (YNB)**

ABN

**76 149 278 759**

Quarter ended (Current quarter)

**31 December 2015**

### Consolidated statement of cash flows

**Note 1** On 31 December 2015, YNB announced that CEO, Mr Fernando, provided YNB a \$1,000,000 draw-down facility via convertible note. Funds from the facility will be used for working capital and to assist in advancing the various investments of YNB. Funds may also be used for further investments, should they be deemed value accretive to the group. As at the date of this quarterly, these funds had yet to be drawn upon by YNB.

	Current quarter \$A'000	Year to date (6 Months) \$A'000
<b>Cash flows related to operating activities</b>		
1.1 Receipts from customers	1,138	1,827
1.2 Payments for: (a) staff costs	(491)	(1,784)
(b) advertising and marketing	(105)	(205)
(c) research and development	-	-
(d) leased assets	-	-
(e) other working capital	(1,513)	(1,817)
1.3 Dividends received	-	-
1.4 Interest and other items of a similar nature received	27	1
1.5 Interest and other costs of finance paid	(1)	(0)
1.6 Income taxes paid	(16)	(27)
1.7 Other (provide details if material):		
- Research and development rebate	564	564
<b>Net operating cash flows</b>	<b>(397)</b>	<b>(1,441)</b>
<b>Cash flows related to investing activities</b>		
1.9 Payments for: (a) businesses (item 5)	-	-
(b) equity investments	-	(9)
(c) intellectual property	-	(2)
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.10 Proceeds from: (a) businesses (item 5)	-	-
(b) equity investments	125	278
(c) intellectual property	10	10
(d) physical non-current assets	-	-
(e) other non-current assets	-	-
1.11 Loans to other entities	-	-
1.12 Loans repaid by other entities	-	-
1.13 Other (provide details if material)	-	-
<b>Net investing cash flows</b>	<b>135</b>	<b>277</b>

**Appendix 4C**  
**Quarterly report for entities**  
**admitted on the basis of commitments**

<b>1.14 Total operating and investing cash flows</b>	(262)	(1,164)
	Current quarter \$A'000	Year to date (6 Months) \$A'000
1.14 Total operating and investing cash flows (brought forward)	(262)	(1,164)
<b>Cash flows related to financing activities</b>		
1.15 Proceeds from issues of shares, options, etc.	-	-
Proceeds from sale of forfeited shares	-	-
1.17 Proceeds from borrowings	234	311
1.18 Repayment of borrowings	-	-
1.19 Dividends paid	-	-
1.20 Other (provide details if material)	-	-
<b>Net financing cash flows</b>	234	311
<b>Net increase (decrease) in cash held</b>	( 28)	(853)
1.21 Cash at beginning of quarter / year to date	263	1,088
1.22 Exchange rate adjustments to item 1.20	-	-
<b>1.23 Cash at end of quarter</b>	235	235

**Payments to directors of the entity and associates of the directors**

**Payments to related entities of the entity and associates of the related entities**

	Current quarter \$A'000
1.24 Aggregate amount of payments to the parties included in item 1.2	71
1.25 Aggregate amount of loans to the parties included in item 1.11	-

**1.26 Explanation necessary for an understanding of the transactions**

Payments made in respect to salary and wages, director fees, corporate management fees paid to associated company, and expense reimbursement.

**Non-cash financing and investing activities**

**2.1 Details of financing and investing transactions which have had a material effect on consolidated assets and liabilities but did not involve cash flows**

During the period YNB:

- Settled \$129,342 of capital raising costs through the issue of options
- Receivable \$50,000 in shares of MEU in part settlement of funds owing
- Applied \$192,117 share of loss to its investment in MeU consistent with AASB 128 *Investments in Associates and Joint Ventures*.

**2.2 Details of outlays made by other entities to establish or increase their share in businesses in which the reporting entity has an interest**

Nil.

## Financing facilities available

Add notes as necessary for an understanding of the position.

	Amount available \$A'000	Amount used \$A'000
3.1 Loan facilities (refer Note 1)	1,048	48
3.2 Credit standby arrangements	-	-

## Reconciliation of cash

Reconciliation of cash at the end of the quarter (as shown in the consolidated statement of cash flows) to the related items in the accounts is as follows.

	Current quarter \$A'000	Previous quarter \$A'000
4.1 Cash on hand and at bank <sup>(1)</sup>	235	263
4.2 Deposits at call	-	-
4.3 Bank overdraft	-	-
4.4 Other (provide details)	-	-
<b>Total: cash at end of quarter (item 1.23)</b>	<b>235</b>	<b>263</b>

<sup>(1)</sup> The previous quarter's Appendix 4C total cash has been adjusted to match the audited financial statements.

## Acquisitions and disposals of business entities

	Acquisitions (Item 1.9(a))	Disposals (Item 1.10(a))
5.1 Name of entity	Nil	Nil
5.2 Place of incorporation or registration	Nil	Nil
5.3 Consideration for acquisition or disposal	Nil	Nil
5.4 Total net assets	Nil	Nil
5.5 Nature of business	Nil	Nil

## Compliance statement

1. This statement has been prepared under accounting policies which comply with accounting standards as defined in the Corporations Act.
2. This statement does give a true and fair view of the matters disclosed.



Signed:

Dated: Friday, 29 January 2016

Company Secretary

Print name: Jay Stephenson

**Notes**

1. The quarterly report provides a basis for informing the market how the entity's activities have been financed for the past quarter and the effect on its cash position. An entity wanting to disclose additional information is encouraged to do so, in a note or notes attached to this report.
2. The definitions in, and provisions of, AASB 107: Statement of Cash Flows apply to this report except for any additional disclosure requirements requested by AASB 107 that are not already itemised in this report.
3. Accounting Standards. ASX will accept, for example, the use of International Financial Reporting Standards for foreign entities. If the standards used do not address a topic, the Australian standard on that topic (if any) must be complied with.