

BY ELECTRONIC LODGEMENT
BEYOND INTERNATIONAL LIMITED (ASX: BYI)
NETFLIX AND BEYOND ENTER LOCAL LICENCE
AGREEMENT

Netflix, Inc. (Nasdaq: NFLX) and Beyond International Limited (ASX:BYI) have entered into an agreement for Netflix to license a wide range of international and locally produced content when the Netflix service launches in Australia and New Zealand in March 2015.

Netflix members in Australia and New Zealand will be able to stream *MythBusters*, the Emmy-nominated hit series that proves or debunks urban legends. Additionally, Netflix will be the exclusive streaming home of the popular Australian kids titles including: *Lightning Point*, the first three seasons of *H2O: Just Add Water* and the first season of *Mako Mermaids*; as well as international favorites: *Maya the Bee*, *Lalaloopsy*, and *The Hive*.

Other titles licensed include: *Carl Barron: A One Ended Stick*; *Arj Barker: Harvest*; *Kitty Flanagan: Hello Kitty*; *Jimeoin: Something Smells Funny*, and *Umbilical Brothers: The Rehearsal*.

Netflix has been a very successful platform for Beyond's content worldwide and the Company is pleased to now be extending this relationship to include Australia and New Zealand.

About Netflix

Netflix is the world's leading Internet television network with over 57 million members in nearly 50 countries enjoying more than two billion hours of TV shows and movies per month, including original series, documentaries, and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause, and resume watching, all without commercials or commitments.

About Beyond

Beyond International Limited (ASX:BYI) is a leading international producer and distributor of television and digital content and is one of the largest independent distributors of home entertainment product in Australia. The Company is headquartered in Sydney and listed on the Australian Stock Exchange.

Beyond has produced over five thousand hours of television programs for broadcast internationally including *Mythbusters*, *Taboo*, *Selling Houses Australia*, *Deadly Women* and *Facing Evil*. The company has production offices in Sydney,

San Francisco and Los Angeles and produces programs for Australian, US and International broadcasters.

Beyond's international distribution business markets an extensive program catalogue sourced from third party producers and internal production. This business unit is headquartered in Dublin, with sale offices in London and Sydney.

The Home Entertainment operation focuses on digital and DVD distribution and has an extensive catalogue of product, which is distributed throughout Australia and New Zealand.

The Digital Marketing business performs online search optimisation, website creation, development and performance and online media sales within Australia and New Zealand.

This announcement is made pursuant to Listing Rule 3.1.

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