



## YONDER & BEYOND ACQUIRES STAKE IN US BASED SOCIAL MUSIC APPLICATION PLAYMEET™

### HIGHLIGHTS

- **Yonder & Beyond Group Limited acquires 10% stake in PlayMeet LLC**
- **Co-investment with JMPM Properties, LLC**
- **Collaboration with The Estate of Michael Jackson**
- **PlayMeet brings people together through their love of music and revolutionises social music interaction**
- **Yonder & Beyond to receive revenue of USD\$25,000 per month**

Yonder & Beyond Group Limited ("Y&B" or "the Company") (ASX: QRL), the global technology operational accelerator, is pleased to advise it has acquired an initial 10% stake in US-based social media application PlayMeet™. PlayMeet is the most comprehensive social mobile application to ever be designed around music, and was created in collaboration with representatives of JMPM Properties and The Estate of Michael Jackson.

PlayMeet allows users to create and tune profiles based on their musical interests, and then find and interact with other users with similar musical tastes. Users can connect with friends or someone new by searching geolocation, venue check-ins and local concert events. Once connections are made, the app enables various social communication scenarios including song, lyric and interest sharing, messaging, concert invites and even in-venue song dedications via digital juke boxes in over 60,000 locations powered by TouchTunes. PlayMeet has built a proprietary messaging and technology framework and integrated best of breed technologies from Spotify, Bandsintown, LyricFind, Facebook, FourSquare and TouchTunes to create the preeminent social music application. PlayMeet will continue to build out a world class and constantly evolving music matching algorithm that will connect people and spark social communication through the language of music.

Commenting on the acquisition of the stake in PlayMeet, together with the signing of the global management agreement, Yonder & Beyond Managing Director and CEO, Shashi Fernando, said, "PlayMeet offers a truly next generation social music experience with global appeal, and Yonder & Beyond is pleased to be making this investment to enable music lovers around the world to start new conversations based on the music and artists that they love."

Under the terms of this agreement, PlayMeet LLC is being spun out into a new, standalone and independent entity of which Yonder & Beyond will acquire the 10% interest for an investment of USD\$1 million staged across two tranches of USD\$500,000. Yonder & Beyond has also entered into a Management and Administration Agreement with PlayMeet LLC to become PlayMeet's management provider overseeing technology, product development and deployment, for USD\$25,000 per month.

Michael Jackson was a musical and creative genius. He personified innovation and revolutionized so many aspects of his art, from electrifying live performances to groundbreaking use of video, short and full length. Through his use of spectacular imagery in his short films and orchestrated stage effects, Jackson launched a new era of creativity in live stage performances that continues to influence countless artists in hip hop, contemporary R&B, pop, and rock and roll.

Following in Michael's footsteps, the Estate of Michael Jackson, co-owner of Sony/ATV Music Publishing, has produced a growing list of artistically exceptional and enormously successful ventures, the first of which, "Michael Jackson's This is It" became the highest grossing music documentary of all time. A history making touring show produced with Cirque du Soleil, Michael Jackson THE IMMORTAL World Tour, played 4 continents, 157 cities, was seen by 3.7 million fans and became the #8 top grossing tour of all time. The second venture between the Estate and Cirque du Soleil, the critically acclaimed Michael Jackson ONE, a permanent show at Mandalay Bay Las Vegas,



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gave Cirque its biggest opening ever in Las Vegas and continues to be one of the hottest tickets in the city. Last year, The Estate astounded the world with the technical wizardry of a 'virtual Michael Jackson' performance during the Billboard Music Awards, which gave the show its biggest ratings in years and was the most talked about topic on the planet for weeks to come and released Xscape, the second posthumous release of previously unreleased music by Michael Jackson, which become one the top ten albums of 2014. It is only natural that the Estate continues that trend with its participation in the PlayMeet project.

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

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

 Interest: 60% Website: <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>
 Interest: 72% Website: <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>
 Interest: 100% Website: <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>
 Interest: 75% Website: <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>
 Interest: 45% Website: <a href="http://www.meu.mobi">www.meu.mobi</a>	<ul style="list-style-type: none"> <li> Australian mobile network operator planning to officially launch unique B2C customer offerings during April 2015</li> <li> Disruptive, innovative force within the telecommunications sector</li> <li> 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</li> <li> 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.</li> </ul>

<p><b>CONNEXION</b>                  Website: <a href="http://www.connexionmedia.com.au">www.connexionmedia.com.au</a></p>	<ul style="list-style-type: none"> <li> Connexion Media specialises in the car connection market with two core products</li> <li> miRoamer radio and music service app for web connected vehicles</li> <li> Clients include Volkswagen, General Motors and Continental</li> <li> Flex manages vehicle fleets from a central control point using 3G technology</li> <li> Flex is a cloud based platform with tracking information</li> </ul>
<p>                  Interest: 3%                  Website: <a href="http://www.mysquar.com">www.mysquar.com</a></p>	<ul style="list-style-type: none"> <li> First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences</li> <li> 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.</li> <li> 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.</li> </ul>