



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

**YONDER & BEYOND'S LEADING FOOD AND BEVERAGE APP, BOPPL,
PARTNERS WITH LEADING ITALIAN IT RESELLER – APPTICA**

Yonder & Beyond Group Limited (ASX: YNB) ("YNB" or the "Company") is pleased to provide an update regarding Yonder & Beyond's asset Boppl™.

The Company is pleased to announce Boppl™ has signed a partnership with leading Italian IT reseller Apptica to deploy Boppl across Italy.

The partnership will enable Boppl access to existing and future clients of Apptica across key regions in Italy. Apptica will help localise Boppl for the Italian market and propose Boppl across the board to hospitality venues, starting with the main regions around Turin and Rome.

"Boppl™ has an international strategy and Italy has always been important to our ambitions. The partnership with Apptica will allow Boppl™ to be customised for the Italian market and will offer direct support to local venues alongside a strong partner to help expansion in the peninsula, while ensuring the highest quality of services and expertise for hospitality venues locally." said Shashi Fernando, CEO of Yonder & Beyond.

"We are thrilled to welcome Boppl™ in our network and be able to offer the best mobile solution to Italian venues on our platform. The Italian market is ripe for mobile ordering and we are confident of great success from this partnership." said Alberto Beraudo, co-founder and CEO of Apptica.

Apptica is the exclusive distributor of iKentoo in Italy, which serves a number of well-known venues including, Re Di Coppe e Piatti in Milan, Spasso Food in Rome and Gina la Piadina in Asti. Excitingly, also the first Italian gourmet food truck, The Rolling Star, and the upcoming first venue of the internationally known food guru, Paolo Parisi, in Tuscany.

Apptica is also partner with the major Italian group iRiparo, with over 100 stores covering all of Italy, as well as soon to be launching in France.

The partnership allows Apptica to resell Boppl through its existing network of retail food and beverage clients, including point of sale clients, with Boppl sharing revenue from venue deployments with Apptica.

YNB owns 72% of Boppl™, and played a key role in securing this agreement through the work of its management team.

Ends

For more information please contact:

Shashi Fernando
CEO
shashi@yonderbeyond.com

David Tasker
Professional Public Relations
+61 433 112 936
David.tasker@ppr.com.au



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

About Boppl™

Boppl is a leading technology platform allowing venues to be discovered and seamlessly accept mobile orders and payments. Boppl's app allows consumers to search for restaurants and menu items by location and order ahead in an easy and secure way, with a single touch.

Boppl™ has won multiple awards including the UK Mobile & Apps Design Award in 2014 and named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator in 2013.

The Boppl™ mobile app for iPhone and Android puts discovery, ordering, payment and receipts into a single app. Using Boppl™ the user can track their order at any time, so it is always in control. As a result, the user will have what they want, when they want it.

Twitter: @bopplme

Website: www.boppl.me

About Apptica

Apptica is a major IT reseller in Italy focusing on deploying web app solution for businesses, POS and Social Media strategy across Italy.

Apptica is also partner with the major Italian group iRiparo, with over 100 stores covering all of Italy and starting now also in France.

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

Yonder & Beyond portfolio of technology assets and applications include:

 Interest: 60% Website: http://www.prism-digital.com/	<ul style="list-style-type: none">  Profitable and fast-growing digital recruitment agency  Cash generative  Specialised knowledge and long-term relationships within industry focusing on technical sub-segments  Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com
 Interest: 72% Website: www.boppl.me	<ul style="list-style-type: none">  Leading mobile ordering and payment app  Pre-order and pay food and beverages  Potential for multiple revenue streams  Currently deploying in Australia, France, Switzerland, Italy and South Africa  Winner of the UK Mobile & Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013
 Interest: 100% Website: www.wondr.it	<ul style="list-style-type: none">  Experience what's happening anywhere, through the eyes of those who are there  Brings major social network platforms into a single, simple feed  An all-access pass  Ability to create private events, such as weddings and family holidays, or concerts  Allows event organisers to own their content
 Interest: 75% Website: www.gophr.it	<ul style="list-style-type: none">  Making deliveries quick and simple for everyone. Order your courier from your mobile.  Disruptive technology. Cheaper for consumers, more income for couriers  Send or pick up deliveries with a single tap  Cashless and convenient for couriers and customers  Clear delivery pricing, simply set the pick-up and drop-off location
 Interest: 45% Website: www.meu.mobi	<ul style="list-style-type: none">  Australian mobile network operator planning to officially launch unique B2C customer offerings during April 2015  Disruptive, innovative force within the telecommunications sector  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  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.



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

 Website: www.connexionmedia.com.au	<p> Connexion Media specialises in the car connection market with two core products</p> <p> miRoamer radio and music service app for web connected vehicles</p> <p> Clients include Volkswagen, General Motors and Continental</p> <p> Flex manages vehicle fleets from a central control point using 3G technology</p> <p> Flex is a cloud based platform with tracking information</p>
 Interest: 3% Website: www.mysquar.com	<p> First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences</p> <p> 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> 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>