



YONDER & BEYOND'S MYSQUAR LISTS ON AIM WITH MARKET CAPITALISATION OF AUD\$37M

Highlights:

- **MySQUAR successfully lists on London's Alternative Investment Market (AIM) after raising AUD\$3.47 million, with a market capitalisation of AUD\$37 million**
- **Yonder & Beyond owns 4,133,303 shares, valued at \$845,000, which represents a value up-lift of 24% in four months**
- **MySQUAR will use the funds to expand its product line, moving into news, information, financial and payment services in the future to augment its social networking and gaming products**
- **Yonder & Beyond will provide MySQUAR with access to a network of social media, gaming, entertainment and ecommerce technologies**
- **By the end of the year, MySQUAR expects to treble its subscriber count to 1.5 million users and expects to capture 30 per cent of the Myanmar market by 2019**

Yonder & Beyond Group Ltd (ASX: YNB) ("YNB" or the "Company") is pleased to provide an update on its investment in MySQUAR (LON:MYSQ), Myanmar's only local language social media platform.

On 1 July 2015 MySQUAR successfully listed on London's Alternative Investment Market (AIM) after raising GBP1.67m. On listing MySQUAR had a market capitalisation of GBP18m.

Yonder and Beyond owns 4,133,303 MySQUAR shares, valued at AUD\$845,000 on listing which represents a value up-lift of 24 per cent in four months. In addition it provides the firm with access to a network of social media, gaming, entertainment and ecommerce technologies.

MySQUAR's 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.

The successful listing comes on the back of MySQUAR's significant growth within the Myanmar telecoms market. Its MyChat app was recently ranked 5th in Google Play's top free applications store, with over 680,000 accounts on the instant messaging app. By the end of the year, the company expects the figure to have increased to 1.5 million users.

"What we are seeing in Myanmar is a social revolution and it is gaining traction quickly," says Eric Schaer, CEO of MySQUAR. "A SIM card was hundreds of dollars three years ago and now is just US\$1.50, making it easily attainable for the population. Although little over 30 per cent of Myanmar's 60 million population has a handset, the penetration rate is expected to hit 100 per cent in the next five years. We are in a fantastic position to capitalise on this growth and the market has confirmed our position."

Through the funds raised, MySQUAR intends to expand its product line and Schaer is confident it will also help MySQUAR break-even in 2018. The firm intends to move into news, information, financial and payment services in the future to augment its social networking and gaming products.



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By 2019, MySQUAR expects to capture and keep 30 per cent of Myanmar's connected population continuing its rapid growth trajectory.

"MySQUAR is one of the most exciting companies within our portfolio and this listing provides us with a significant return on our investment," says Shashi Fernando, CEO of Yonder and Beyond. "It continues to grow at a rapid rate. Through its listing on AIM, they are allowing investors to access the Myanmar market, as well as enabling MySQUAR access to growth capital."

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About MySQUAR

Twitter: [@mysquar](https://twitter.com/mysquar)

Website: www.mysquar.com

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">  Fast-growing digital recruitment consultancy  Cash generative  Specialised knowledge and long-term relationships within the 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 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.

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