

## MeU mobile launches new partnership model with Student Edge, Australia's largest student member organisation

### Highlights:

- **Significant new partnership model launched, focused on adding value to partner organisations and accelerating growth of MeU customers via direct engagement with partners members;**
- **First partnership secured with Student Edge, Australia's largest student member organisation with 750,000+ members, with further agreements to be announced in the coming weeks;**
- **MeU mobile to launch first stage of socially connective offerings for members from 12 November 2015, applications for Apple and Android and a first of its kind communities forum to allow members to connect with each other and directly with the MeU customer team; and**
- **Yonder & Beyond (YNB: ASX) has increased its involvement in the management and operation of MeU mobile.**

MeU mobile ("MeU" or "the Company"), Australia's first social mobile network™, has entered into a significant agreement with Student Edge, Australia's largest student member organisation, the first under its newly launched partnership model.

The partnership model has been introduced to proactively and efficiently present the MeU mobile brand and products to existing member-based communities, and accelerate MeU mobile brand awareness and customer growth.

Under the partnership model, partners will proactively promote MeU mobile to its members and MeU will offer value to partners (and their members) through unique branding and customer engagement/activation opportunities. There will also be a series of introductory offers from MeU mobile and/or companies within the Yonder & Beyond Group.

On the launch of the new partnership model and the engagement with Student Edge, Yonder & Beyond (ASX: YNB) CEO, Mr Shashi Fernando, said, "MeU mobile is passionate about delivering a social mobile network to the Australian public."

"A key part of its business plan is its partnership model, which we believe will extend the MeU community significantly and in the process accelerate customer growth.

"We are excited MeU mobile has formed this relationship with Student Edge, a significant member organisation with a demographic almost identical to its own, and we believe this will deliver value to members of both organisations."

Student Edge is Australia's largest student membership organisation, with over 750,000 members between the ages of 12-25 across Australia. The Student Edge membership covers students within the secondary, tertiary, vocational and career education sectors. Within the next 7-10 days Student Edge will commence proactively promoting MeU mobile to its membership, via its website, social media platforms and direct marketing activities, with an exclusive offer.

"The relationship with Student Edge is the first in a series the Company plans to announce in the coming months, with discussions with a range of companies including non for profit groups and other member based organisations well advanced," Mr Fernando added.

In addition to the launch of its partnership model MeU mobile is also launching the first of a series of socially connective offerings to members, initially through the development and launch of an Apple and Android application, which allows members to view their bill and data usage in real time. The Android application will be available to download on Thursday 12 November 2015, with the application on Apple to follow soon after.

MeU mobile has also launched a Communities forum allowing members to support each other and their needs, together with the MeU 100% Australian based call centre.

The Company is advanced in its development of other mobile products that will further enable members to socially connect with each other and be rewarded for this social engagement. These mobile products will be new to the Australian market, offering free mobile plans and access to unique services and products. MeU will be looking to harness the global relationships that YNB has internationally with music labels and movie studios.

"MeU Mobile is focused on creating and extending the MeU community and they aim to be the first choice for consumers in telecommunications who desire a provider that has transparent pricing, offers great customer care and data friendly plans," Mr Fernando concluded.

MeU mobile has been assisted by Yonder & Beyond (ASX: YNB) to develop its applications and mobile social products. YNB has extensive experience in the development and deployment of mobile products and services. It owns 47.97% of MeU mobile and has increased its involvement in the management and operation of the business in recent times.

**Ends**

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**ABOUT YNB**

[Yonder & Beyond](#) (YNB) is a portfolio of synergistic technology assets with a focus on mobile businesses. Yonder & Beyond's strategy is to identify and develop disruptive applications with high commercialisation and scalability potential.

Yonder & Beyond equip startups with vital capabilities beyond capital. Our philosophy is to invest in people, as well as invest in their business, so they can both grow and succeed. We are dedicated to contributing to the development of businesses through our resources, experience and relationships. Yonder & Beyond is listed on the Australian Securities Exchange (ASX: YNB).

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

 Interest: 47.97% Website: <a href="http://www.meu.mobi">www.meu.mobi</a>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Australian mobile network operator launched to the public in August 2015</li> <li><input type="checkbox"/> Disruptive, innovative force within the telecommunications sector</li> <li><input type="checkbox"/> Australia's first Social Mobile Network™</li> <li><input type="checkbox"/> 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>
 Interest: 75% Website: <a href="http://www.gophr.com">www.gophr.com</a>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Making deliveries quick and simple for everyone. Order your courier from your mobile</li> <li><input type="checkbox"/> Launched to the public in May 2015 and growing rapidly each week</li> <li><input type="checkbox"/> Disruptive technology. Cheaper for consumers, more income for couriers</li> <li><input type="checkbox"/> Send or pick up deliveries with a single tap</li> <li><input type="checkbox"/> Cashless and convenient for couriers and customers</li> </ul>

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 <p><b>Boppl</b></p> <p>Interest: 72%</p> <p>Website: <a href="http://www.Boppl™.me">www.Boppl™.me</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Leading mobile ordering and payment app</li> <li><input type="checkbox"/> Pre-order and pay food and beverages</li> <li><input type="checkbox"/> Potential for multiple revenue streams</li> <li><input type="checkbox"/> Currently deploying in venues globally</li> <li><input type="checkbox"/> 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>
 <p>Interest: 60%</p> <p>Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Fast-growing digital recruitment agency</li> <li><input type="checkbox"/> Cash generative</li> <li><input type="checkbox"/> Specialised knowledge and long-term relationships within industry focusing on technical sub-segments</li> <li><input type="checkbox"/> Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</li> </ul>
 <p>Interest: 10%</p> <p>Website: <a href="http://www.playmeet.me">http://www.playmeet.me</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Music-based social media and events app</li> <li><input type="checkbox"/> Revolutionise the way we use music</li> <li><input type="checkbox"/> Access to over 20 million music tracks via Spotify</li> <li><input type="checkbox"/> Interact with people with similar music tastes</li> <li><input type="checkbox"/> Multiple in app revenue opportunities</li> </ul>
 <p>Interest: 100%</p> <p>Website: <a href="http://www.wondr.it">www.wondr.it</a></p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Experience what's happening anywhere, through the eyes of those who are there</li> <li><input type="checkbox"/> Brings major social network platforms into a single, simple feed</li> <li><input type="checkbox"/> An all-access pass</li> <li><input type="checkbox"/> Ability to create private events, such as weddings and family holidays, or concerts</li> <li><input type="checkbox"/> Allows event organisers to own their content</li> </ul>



Interest: 3%

Website: [www.mysquar.com](http://www.mysquar.com)

- 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 e-commerce technologies, MySQUAR is forging new ground in Myanmar.

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