

---

## **Gophr appoints new Chairman and mandates specialist firm for substantial capital raising.**

### **Highlights:**

- Mr Eric McClean, former Chairman of Saffron Digital until its sale to HTC for \$US50m, appointed as Chairman of Gophr,
- Gophr appoints prominent investment management and financial advisory firm Genii Capital UK, Ltd who are mandated to raise a Series Around of up to \$AUD5m at least 9x Y & B's book value after just one year.

Yonder and Beyond (ASX:YNB) ("Yonder" or "the Company") is pleased to announce two significant milestones in relation to its on demand courier application Gophr (YNB 75% interest), both of which will position that company for significant and sustained future growth.

Firstly, Gophr has confirmed the appointment of Mr Eric McClean as non-executive Chairman, effective immediately. Mr McClean was Chairman of Saffron Digital, which was led by YNB CEO Shashi Fernando from 2007 until its sale to HTC in 2011 for \$US50m He has led numerous early stage companies through capital raising and currently serves as Non-Executive Director for Kirk Originals Limited in the UK, The Protein Ice Cream Company Limited in the UK and Selling Simplified Group in the USA

Mr McClean, a chartered accountant, has extensive experience in providing advice at board level to companies in various industries. He has a deep understanding of business operations and strategy and has previously applied this experience in a dynamic technology startup environment.

Commenting on the appointment of Mr McClean to the Gophr board, YNB CEO, Mr Shashi Fernando, said, "Yonder & Beyond and Gophr believe Eric, in his position as Gophr Chairman, will share his wealth of knowledge and experience as Gophr continues its evolution to expand new offerings and grow. We are confident his years of leadership experience will allow him to seamlessly take on the responsibilities of Chairman and we look forward to benefiting from his contributions to the company."

In addition of the appointment of a new Chairman, Gophr has also signed a mandate with prominent investment management and financial advisory firm Genii Capital UK, LTD to raise up to \$AUD5m, at a substantial premium to the current carry value of Y & B's initial investment, reflecting the significant opportunity to scale the business following Gophr's post launch successes.

The completion of the capital raising will signify a significant value uplift for YNB, who invested a total of \$AUD1m in cash and services in Gophr in March 2015, at a valuation of \$AUD1.3m to earn a 75% interest.

Commenting on the appointment of Genii Capital UK, Ltd to raise funds for Gophr, Mr Fernando said, "significant investor interest has been generated in Gophr in recent months and we are delighted that the team from Genii Capital UK, Ltd have been appointed to maximise investor interests and conclude the Series A funding for Gophr.

"Should the raising be successful it will not only create a new valuation for Gophr and in turn our original investment, but also reduce the financial reliance of Gophr on the YNB business."

Gophr experienced a 69% increase in revenue in Q4 of 2015. The uplift is attributed to high sales over the quarter and the introduction of motorcycles and vans to its product offering. The expansion to the Gophr

---

courier fleet has also resulted in an increase in the average cost per order, which is a key sales metric for the business.

Gophr has seen its sales and revenue continue to increase throughout 2016, expecting to surpass its growth from previous quarters. It has done over 8k deliveries since official launch in August 2015.

### **About Gophr**

Gophr is an on demand courier application, which allows users to order a courier, watch its delivery in real time and pay with a single tap. The company is currently experiencing rapid growth in the UK and recently partnered with Beats by Dr Dre.

Gophr was also featured as number 1 in The Daily Telegraph's '10 Best Apps for a Stress Free Christmas.'

Website: <http://www.gophr.com>

### **About Genii Capital**

Genii Capital is a Luxembourg-based investment management and financial advisory firm, operating within the Finance division of The Genii Group. Genii Capital provides an unparalleled global network aiming to bring together highly experienced and talented people with an entrepreneurial investment philosophy. Genii Capital's investment management services do not follow traditional industrial segmentation but offer services in those markets where they are most relevant and where its expertise and network of partners will be of most value, including real estate, technology, automotive and energy. The firm offers independent financial advice to companies and governments in mergers and acquisitions, capital markets, as well as business development and strategic partnerships. Genii Capital's unique structure makes it the partner of choice for those seeking international, long-term progress, alongside a commitment to social responsibility and sustainable development.

Website: [www.genii-capital.com](http://www.genii-capital.com)

### **About Yonder & Beyond**

Y&B is a portfolio of synergistic technology assets with a focus on mobile businesses. Y&B'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.

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



### **For more information please contact:**

John Bell  
CFO  
[John@yonderbeyond.com](mailto:John@yonderbeyond.com)

David Tasker  
Professional Public Relations  
+61 433 112 936  
[David.tasker@ppr.com.au](mailto:David.tasker@ppr.com.au)

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

 <p><b>GOPHR</b> Interest: 75% Website: <a href="http://www.gophr.it">www.gophr.it</a></p>	<p><b>YB</b> Making deliveries quick and simple for everyone. Order your courier from your mobile.</p> <p><b>YB</b> Disruptive technology. Cheaper for consumers, more income for couriers</p> <p><b>YB</b> Send or pick up deliveries with a single tap</p> <p><b>YB</b> Cashless and convenient for couriers and customers</p> <p><b>YB</b> Clear delivery pricing, simply set the pick-up and drop-off location</p>
 <p><b>Boppl</b> Interest: 72% Website: <a href="http://www.boppl.me">www.boppl.me</a></p>	<p><b>YB</b> Leading mobile ordering and payment app</p> <p><b>YB</b> Pre-order and pay food and beverages</p> <p><b>YB</b> Potential for multiple revenue streams</p> <p><b>YB</b> Currently deploying in Australia, France, Switzerland and South Africa</p> <p><b>YB</b> Winner of the UK Mobile &amp; Apps Design Award in 2014, named App of the Day by Mobile Entertainment, Top 50 Mobile Innovator 2013</p>
 <p><b>prism digital</b> Interest: 60% Website: <a href="http://www.prism-digital.com/">http://www.prism-digital.com/</a></p>	<p><b>YB</b> Fast-growing digital recruitment agency</p> <p><b>YB</b> Cash generative</p> <p><b>YB</b> Specialised knowledge and long-term relationships within industry focusing on technical sub-segments</p> <p><b>YB</b> Experience in working with clients including Rackspace, Boticca.com, Moo.com, Ogilvy, WPP, Salesforce.com</p>
 <p><b>wondr</b> Interest: 100% Website: <a href="http://www.wondr.it">www.wondr.it</a></p>	<p><b>YB</b> Experience what's happening anywhere, through the eyes of those who are there</p> <p><b>YB</b> Brings major social network platforms into a single, simple feed</p> <p><b>YB</b> An all-access pass</p> <p><b>YB</b> Ability to create private events, such as weddings and family holidays, or concerts</p> <p><b>YB</b> Allows event organisers to own their content</p>

 <p>Interest: 45% Website: <a href="http://www.meu.mobi">www.meu.mobi</a></p>	<p><b>YB</b> <b>CE</b> Australian mobile network operator planning to officially launch unique B2C customer offerings during May 2015</p> <p><b>YB</b> <b>CE</b> Disruptive, innovative force within the telecommunications sector</p> <p><b>YB</b> <b>CE</b> 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</p> <p><b>YB</b> <b>CE</b> 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>
 <p>Interest: 3% Website: <a href="http://www.mysquar.com">www.mysquar.com</a></p>	<p><b>YB</b> <b>CE</b> First local-language content platform created to enrich the lives of Myanmar people, through deep, accessible and rich online experiences</p> <p><b>YB</b> <b>CE</b> 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><b>YB</b> <b>CE</b> 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>