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ASX ANNOUNCEMENT

29 November 2021

BEYOND INTERNATIONAL LIMITED (ASX:BYI)

Managing Director's address to 2021 AGM

Beyond is focussed on its two core operating businesses. Television and media production and distribution of finished content.

As indicated in the release to the market in August 2021 the Digital Marketing business is identified as non-core and negotiations to sell the business are in the final stages.

The Home Entertainment business continues to wind down and is expected to make a small contribution to the full 2022 financial year result.

The continued lockdowns due to Covid-19 in New South Wales during the first four months of the 2022 financial year and the increase in Covid cases across the Northern Hemisphere as winter approaches continues to place pressure on Beyond's trading environments. Despite these pressures, trading to 31 December 2021 is forecast by management to be profitable.

The following is an update on the two key segments of the business: -

Television/Media Production

More than 40% of budgeted (non-scripted) television production income for the 2022 financial year is now confirmed and by January 2022 this will increase to 70%. Beyond currently has 120 hours of production in progress.

The US market remains the largest customer of Beyond's programming with 77% of revenues.

In addition to Beyond's traditional genre expertise in factual production (including lifestyle, food, science, kids, crime and automotive), Beyond continues to expand its focus on scripted drama, theatrical documentary, and entertainment formats including competition reality series, dating formats and quiz shows.

Streaming/VOD services are increasingly important to Beyond's business representing 50% of currently confirmed revenue. In the US, our strategy is focused on emerging VOD services, our traditional cable buyers and reality formats for Network. In addition to established streaming services such as Netflix and Amazon, Beyond is working with newer outlets such as IMDB TV, Paramount +, Peacock, Disney+ and CBS All Access.

While US cable remains an important part of our business, it is a market segment under pressure. We are also strategically targeting US Networks for high budget reality competition. An example is a new 8 x 1 hour dating format which has been commissioned by a US based SVOD service and will be announced in 2022. Network funded casting stages are underway for a further two dating formats for US networks.

It is important to have a diverse client base across the free to air, cable and VOD operators to ensure that the Company is not reliant on any specific customer segment.

In the scripted space we have co-produced the 8 x 1 hour series Troppo with EQ Media featuring American actor Thomas Jane. The Series will be premiered on the ABC in Australia and be available on the new streaming service IMDB TV in the US in Q1 2022.

Beyond's UK operation is working with regional partners to increase commissions and has a diverse development slate across entertainment, factual and premium documentary genres.

International Sales of Finished Programs (Beyond Rights)

Beyond Rights recently launched over 200 new hours of non-scripted and children's programming onto the international market at the virtual MIPCOM television market held during October 2021.

Key new titles announced include Motor Mythbusters, Pooch Perfect USA, Facing Monsters all produced by Beyond, and third party produced titles including Animal Emergency, Race For The Future, Nina & Olga and Britain's Biggest Families. Existing franchises such as Mythbusters and Deadly Women, produced by Beyond, Love It Or List It, Abandoned Engineering, Massive Engineering Mistakes and Highway Thru Hell continue to be popular with clients.

A number of new streaming services are starting up around the world and free ad supported services such as Pluto, Roku and Samsung TV are all competing for content. The focus of many of these services is for original content which provides opportunities for both production and distribution.

It is expected that the Beyond Rights segment will deliver a strong result for the 2022 financial year.

Conclusion

Covid-19 will continue to pose risks to the full year result, particularly with the surge in reported cases in Europe and the US and decisions by Governments to impose lockdowns. It is therefore not possible to give further guidance at this time on the results for the full 2022 financial year.

The Company will work to build on the solid foundation for the production and rights licensing businesses that have been cemented with the formation of Beyond Rights in the UK, and Beyond Productions in the UK, USA and Australia.

Thank You.

This announcement has been authorised for release to ASX by the Board of Beyond International Limited.

This announcement is made pursuant to Listing Rule 3.1.

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