



NEWS RELEASE

Beyond, Inc. Announces First-Ever Anniversary ‘O’ Event to Celebrate the Launch of the Overstock ‘O’ Digital Asset Security on the tZERO Platform

2025-03-24

MURRAY, Utah--(BUSINESS WIRE)-- Beyond, Inc. (NYSE:BYON), owner of Bed Bath & Beyond, Overstock, and buybuy BABY is excited to announce the launch of the first ever Overstock Anniversary ‘O’ Event, a celebration commemorating Overstock’s founding in the spring of 1999. In addition to great customer deals, our subsidiary, Commercial Strategies, Inc., will be launching our first ever crowdfunding offering of a tokenized digital security linked to Overstock intellectual property on April 24th on tZERO’s brokerage platform.

From April 24th to April 28th, customers can expect to discover jaw-dropping discounts on a vast array of closeout deals, spanning every corner of their homes and lifestyles — including rugs, patio furniture, living room furniture, home décor, bedding, mattresses, and jewelry.

“This event is more than just a sale—it’s a celebration of our roots and the early green shoots we are seeing around the revival of our iconic Overstock brand,” said Marcus Lemonis, Beyond Charman of the Board and Principal Executive Officer. “Overstock was founded on the idea that quality should not have to come at a high price, and that advanced technology would make commerce better. This event ignites our commitment to support our technology investments and create industry-leading customer events. Our mission with Overstock is to embody a growth mindset.”

“We are bringing back the incredible deals that made Overstock a household name and celebrating the ‘O’ digital security token offering by our subsidiary Commercial Strategies, Inc., launching on April 24th on tZERO’s brokerage platform. This signals our commitment to the Overstock brand, and our excitement around its intellectual property tokenization to unlock shareholder value,” said Adrienne Lee, President and CFO of Beyond.

Don’t miss out on the first-ever Anniversary ‘O’ Event — where savings come home.

Marcus Lemonis will host a live event on X Spaces titled “Tzero, Overstock, buybuyBABY...” to provide certain business updates and take questions from live participants at 5:30 p.m. ET on Monday March 24, 2025. This event can be accessed via his handle @marcuslemonis or the link <https://twitter.com/i/spaces/1LyxBWmayZaKN>

The company expects additional details will be available on O.com over the coming weeks. The offering of the digital security tokens by our subsidiary Commercial Strategies, Inc. will be made exclusively on tZERO's brokerage platform and full detail relating to the offering will be available on tZERO's brokerage platform operated by tZERO Securities, LLC, an SEC and FINRA -regulated broker dealer, on and following the offering launch date.

About Beyond

Beyond, Inc. (NYSE:BYON), based in Murray, Utah, is an ecommerce focused affinity company that owns or has ownership interests in various retail brands, offering a comprehensive array of products and services that enable its customers to unlock their homes' potential through its vast data cooperative. The Company currently owns Bed Bath & Beyond, Overstock, buybuy Baby, and other related brands and websites. The Company regularly posts information and updates on its Newsroom and Investor Relations pages on its website, Beyond.com.

About tZERO

tZERO Group, Inc. (tZERO) and its broker-dealer subsidiaries provide an innovative liquidity platform for private companies and assets. We offer institutional-grade solutions for issuers looking to digitize their capital table through blockchain technology, and make such equity available for trading on an alternative trading system. tZERO, through its broker-dealer subsidiaries, democratizes access to private assets by providing a simple, automated, and efficient trading venue to broker-dealers, institutions, and investors. All technology services are offered through tZERO Technologies, LLC. For more information, please visit our **website** .

About tZERO Securities

tZERO Securities, LLC is a broker-dealer registered with the SEC and a member of FINRA and SIPC. It is the intermediary broker-dealer for the prospective Regulation Crowdfunding offering to be made pursuant to section 4(a)(6) of the Securities Act. More information about tZERO Securities may be found on FINRA's **BrokerCheck**.

Investor Notice

Investors should note that trading securities could involve substantial risks, including no guarantee of returns, costs associated with selling and purchasing, no assurance of liquidity, which could impact the price and ability to sell, and possible loss of principal invested. Further, an investment in a single security could mean lack of diversification and, consequently, higher risk.

No Offer, Solicitation, Investment Advice or Recommendations

This release is for informational purposes only and does not constitute an offer to sell, a solicitation of an offer to buy, or a recommendation for any security, nor does it constitute an offer to provide investment advisory or other services by Beyond, tZERO or any of their respective affiliates, subsidiaries, officers, directors or employees.

No money or other consideration is being solicited in connection with this release, and if any money or consideration is sent in response to this release, it will not be accepted. No offer to buy the securities to be offered under Regulation Crowdfunding can be accepted in connection with this release and no part of the purchase price can be received until the offering statement is filed with the SEC and, after that, only through tZERO's Brokerage Platform. A person's indication of interest involves no obligation or commitment of any kind.

No reference to any specific security constitutes a recommendation to buy, sell, or hold that security or any other security. Nothing in this release shall be considered a solicitation or offer to buy or sell any security, future, option or other financial instrument or to offer or provide any investment advice or service to any person in any jurisdiction. Nothing contained in this release constitutes investment advice or offers any opinion with respect to the suitability of any security, and the views expressed in this release should not be taken as advice to buy, sell or hold any security. In preparing the information contained in this release, we have not taken into account the investment needs, objectives, and financial circumstances of any particular investor. This information has no regard to the specific investment objectives, financial situation, and particular needs of any specific recipient of this information and investments discussed may not be suitable for all investors. Any views expressed in this release by us were prepared based upon the information available to us at the time such views were written. Changed or additional information could cause such views to change. All information is subject to possible corrections. Information may quickly become unreliable for various reasons, including changes in market conditions or economic circumstances.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to statements regarding future sales and promotions, including size, scope, and duration of such, and any consequences associated with the sales and promotions; forward-looking statements also include statements regarding our token offering and use of tZERO, including terms, availability of information on X or otherwise, timing and availability of such token offering, and any consequences relating to such token offering or the use of the tZERO platform. Additional information regarding factors that could materially affect results, and the accuracy of the forward-looking statements contained herein may be found in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2024, filed with the SEC on February 25, 2025, and in our subsequent filings with the SEC.

Investor Relations

ir@beyond.com

pr@beyond.com

Source: Beyond, Inc.