



NEWS RELEASE

Beyond, Inc. Announces the Grand Online Reopening of buybuy BABY As 'Baby Days' and the Launch of the 'BABY' Digital Asset Security On the tZERO Platform May 8th

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MURRAY, Utah--(BUSINESS WIRE)-- Beyond, Inc. (NYSE: BYON), owner of Bed Bath & Beyond, Overstock, and buybuy BABY, is thrilled to announce the grand online reopening of buybuy BABY on May 8, 2025 just days before Mother's Day! To mark the occasion, customers can take part in the exciting 'Baby Days' event, featuring daily giveaways, top-rated baby essentials, and mom-approved registry picks. In addition, to celebrate the launch and mark this rebirth, our subsidiary will be launching a crowdfunding offering of a tokenized digital security linked to certain buybuy BABY intellectual property on the tZERO brokerage platform.

"We're beyond excited to officially reopen buybuy BABY and reunite it with Bed Bath & Beyond," said Adrienne Lee, President and CFO. "Baby Days is our way of celebrating with families—offering them incredible giveaways, curated collections from the most trusted brands, and a fresh, innovative shopping experience."

Marcus Lemonis, Executive Chairman and Principle Executive Officer stated, "I have been focused on returning buybuy BABY to its original growth partner -- Bed Bath & Beyond. The rebirth of this brand and digital security issuance mark a new beginning for an iconic American retailer. The tokenization of 'BABY' offers an exciting opportunity to monetize the intellectual property and share in future success and growth of the retail business."

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 offering of the digital security token by our subsidiary will be made exclusively on tZERO's brokerage platform and full

details 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 launch date of the offering.

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 the grand reopening of buybuy BABY and Baby Days, including the anticipated size, scope, and duration of such, and any consequences associated with the grand reopening; forward-looking statements also include statements regarding our digital token offering and use of tZERO, including terms, availability of information on X or otherwise, timing and availability of such digital 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.

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