



## NEWS RELEASE

# Beyond, Inc. Announces the Launch of the 'BABY' Digital Asset Security Offering on the tZERO Platform

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MURRAY, Utah--(BUSINESS WIRE)-- Beyond, Inc. (NYSE:BYON), owner of Bed Bath & Beyond, Overstock, buybuy BABY, and a blockchain asset portfolio, is excited to announce that its subsidiary, Zion Peaks, Inc., launched its first crowdfunding offering of a tokenized digital security linked to certain buybuy BABY intellectual property.

Marcus Lemonis, Executive Chairman and Principal Executive Officer of Beyond, Inc., commented, "We are excited for our subsidiary to launch our second tokenized real-world asset with the 'BABY' Digital Token. Similar to the 'O' Digital Token, the 'BABY' Digital Token is being offered through a crowdfunding offering of a tokenized digital security linked to certain buybuy BABY intellectual property, and it is designed to pay an annual dividend. We expect this offering will demonstrate the efficacy of the tZERO platform, a company where Beyond owns a significant interest, and investors will experience upgrades to the tZERO platform since the launch of the 'O' Digital Token. The 'BABY' Digital Token will also offer its investors a way to participate in the buybuy BABY brand's growth and engage with a family-focused community."

Zion Peaks is seeking to raise at least \$250,000 by October 15, 2025, with a maximum offering amount of \$1,200,000, to increase Zion Peaks' capitalization and financial flexibility, create a market for its tokenized digital securities, and increase awareness of the buybuy BABY brand. Holders of Beyond common stock as of April 1, 2025 will be able to take advantage of preferred subscription pricing of \$5.00 per share. The price of the shares for all other investors is \$10.00 per share. The holders of the shares will be entitled to receive an annual pro rata dividend derived from 1% of the net sales from buybuyBABY.com, subject to lawful ability to pay and if declared.

The offering of the digital security by Zion Peaks is being made exclusively on tZERO's Brokerage Platform, operated by tZERO Securities, LLC, an SEC and FINRA regulated broker dealer, pursuant to Section 4(a)(6) of the Securities Act.

For full details relating to the offering and access to tZERO's Brokerage Platform, please visit:

[prim.buybuybaby.tzero.com](http://prim.buybuybaby.tzero.com).

## About Beyond

Beyond, Inc. (NYSE:BYON), based in Murray, Utah, is an ecommerce-focused retailer with an affinity model that owns or has ownership interests in various retail brands, offering a comprehensive array of products and services that enable its customers to enhance everyday life through quality, style, and value. Beyond, Inc. currently owns Bed Bath & Beyond, Overstock, buybuy BABY, and other related brands and websites as well as a blockchain asset portfolio. Beyond, Inc. 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 Regulation Crowdfunding offering, which is being 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. 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 digital asset security offering by Zion Peaks, Inc. and its use of tZERO's brokerage services, including terms, availability of information, timing and availability of such digital asset security offering, and any consequences relating to such digital asset security offering or the use of tZERO's Brokerage 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

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Source: Beyond, Inc.