



International Limited ACN 110 184 355

Corporate Head Office
Ground Floor, 22 Delhi Street
West Perth 6005
Western Australia 6160
ASX Code: TV2

ASX ANNOUNCEMENT

16th June 2016

KARAOKE2U IOS APP LAUNCHED ON APPLE STORE

- TV2U's new iOS App Karaoke2u has been launched on Apple's App Store
- The iOS App is now available for consumers to download for free, along with the Karaoke Android App which is also available on Google Play
- Significantly increased consumer market opportunity - iOS and Android smart phones which account for 96% of smart phone annual shipments globally

15 June 2016 : **TV2U** (ASX:TV2) ('TV2U International Limited') is pleased to announce that the iOS App for its karaoke service has been launched on Apple's App Store and is available to download for free.

Together with the previously released Android App available on Google Play, Karaoke2U now has increased access to users of the two leading mobile phone operating systems globally. Android and iOS account for 96% of smart phone shipments globally.

The App, Karaoke2u is being rolled-out to an estimated 25 countries before the end of 2016, as part of TV2U's controlled commercial launch. This will ensure the smooth delivery and performance of Karaoke2u, particularly in countries with higher potential subscribers.

Karaoke2U currently offers 1,500 titles, consumers can download the App and sign up for a two-week free trial. Thereafter, users will pay US\$0.99 to use the App for three hours, US\$2.99 for three days, US\$4.99 for a month or US\$34.99 to sing for a year.

Karaoke apps have consistently been topping the download charts on Apple and Google. Karaoke2U will give users the ability to create a video of their performance to share with family, friends and social media.

The launch of the Karaoke2u iOS App builds on TV2U's strategy to make Karaoke2u accessible to consumers globally and to grow its subscription revenues from its operations.

Nick Fitzgerald, CEO of TV2U, commented:

"After a slight delay in the iOS launch due to issues outside of our control, we are excited to have our App on the Apple store. The iOS App is an important step towards our strategy of delivering the TV2U offering to consumers worldwide and aligns with the Company's low cost, high margin expansion strategy. In conjunction with the previously launched Android App Karaoke2u is now available to an increased number of mobile users globally, significantly growing our market opportunity. We look forward to continuing to penetrate global markets with our leading product suite of OTT services."

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Investor Enquiries:

Tom Young
Corporate Communications
Email: tom@tv2u.com

Media queries:

Matthew Wu
Media & Capital Partners
Mobile: 0433 634 706
Email: matthew.wu@mcpartners.com.au

About TV2U

TV2U is a global complete entertainment platform that enables businesses, such as telecommunications companies, to quickly and easily offer streaming content to their customers. The service includes movies, television programs, karaoke content and games through an encrypted channel for enhanced copyright protection. TV2U also offers unique real-time viewership analytics to enable businesses to send highly targeted advertising to end-users to maximise their revenue streams. TV2U is changing the face of online entertainment and advertising.

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