



ASX: BIG
6th April 2017

BIG Review TV Brand Ambassador Agreements **Leading Global Influencers Engaged to Promote BIG**

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce that it has entered into brand ambassador arrangements with two separate industry leaders who will actively promote and endorse the use of Big Review TV video technology products to their respective SME's and celebrity audiences. The pro bono agreements form part of the Company's global brand marketing strategy and will help build the Big Review TV brand in the global hair, beauty and health verticals.

Sharon Blain **International Hair Educator**

Sharon Blain is an international award winning hair educator and specialist with over 500 industry awards. She is recognised for her exceptional creativity through stunning photographic imagery that has been published worldwide. Sharon has now fully embraced video for online education and has captured the hearts of her students globally as a respected educator and mentor, achieving over 13.7m views of her inspirational, instructional videos on Facebook.

Sharon Blain's Boot Camp has been hailed as the best value and most compressive short course offered in the world today and has attracted leading international platform educators, Hollywood celebrity stylists, Europe's leading creative teams, a top American TV celebrities' hairdresser as well as the best bridal, make-up and session stylists in the business who have experienced her educational Boot Camps. Sharon leads the global hair industry with the content, professionalism and creativity of this unique educational experience which is now available through online video.

Sharon Blain says *"I am thrilled to be appointed as a brand ambassador for Big Review TV. Much of my professional inspiration comes from online video and I actively use video to educate stylists the world over. Big Review TV has been involved in filming promotional content for my international boot camps in the US and Australia. I'm passionate about educating my audiences using video and look forward to a long and collaborative relationship with this young and dynamic company"*.

Therese Kerr **Organic Skincare, Beauty and Health Influencer**

Therese is the mother of international supermodel Miranda Kerr, founder of Divine Skincare Company, President of Australian Certified Organic Association and the champion of several charitable organisations. Through Divine By Therese Kerr; Therese's certified organic personal care line, Therese offers products that compliment her daughter, Miranda Kerr's, KORA Organics certified organic skincare range. The intent of the Kerr family is to provide certified organic goodness to the world and to educate the current generation on beauty, health and wellness through the use of video.

"It was a natural decision for me to decide to partner with Big Review TV and become a brand ambassador" says Therese "The BIG management team's ethos and values closely align with my own and my family's. Video is a very powerful communication medium and one that I firmly believe will help inform and educate today's generation. BIG are disrupting the video space with beautiful, affordable video content and providing video access and education to the masses. I'm really excited to be involved on this journey with the BIG team and for us to help each other change the way the world communicates through video"

Building The BIG Brand Globally

Strategic Influencers in Key Vertical Markets

Combined, the two brand ambassadors give Big Review TV access to over 1m social media followers in key vertical markets globally. Their role is to actively promote the use of Big Review TV video technology and services to their dedicated followers through their use and endorsement of Big Review TV products and services at global events, in marketing material and across social media. The 12 month agreements with Sharon Blain and Therese Kerr have been structured on a pro bono basis. As part of the brand ambassador agreement, Therese Kerr has also agreed to allow Big Review TV to produce and promote a lifestyle TV show featuring the Kerr family, their passions and causes.

Sonia Thurston CCO of Big Un Limited says *"We have chosen to market BIG in a tightly targeted and very cost efficient way by using high profile brand ambassadors whose values, personalities and ethos closely align with the Company's. It is an incredibly effective way to collaborate and market the Company to our key audiences. I'm very excited that BIG has now reached a stage in its growth where it is able to attract this level of high caliber brand ambassadors who love our products and services. Therese Kerr and Sharon Blain are very highly regarded female influencers in their respective industries and we are incredibly humbled and privileged to have them agree to promote BIG globally. We anticipate appointing further influential brand ambassadors in other key verticals like food, drink and travel in the near future"*

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ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.