

BIG UNLIMITED

QUARTERLY UPDATE | APRIL 2017



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. They are a video version of Tripadvisor and produce online destination guide TV shows.

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.

THREE PILLAR REVENUE MODEL

1. VIDEO PRODUCTION	2. ADVERTISING	3. REVIEW PLATFORM
High quality affordable videos for SMEs	TV shows for sector specific audiences	Free mobile app for customers to search and review businesses
Video is hosted on BRTV and licenced to customer	Large corporates feature as sponsors of TV shows	Ability to share content via social channels
12 month subscription revenue	Ability to sell content and advertising slots	Consumer and merchant reviews draw eyeballs and validate services
Now	In progress	Long-term

OPERATIONAL HIGHLIGHTS – Q3 FY17

Cash Revenue

\$5.6m

↑ 372% YoY

Operating & Investing Cash Flow

\$1.6m

↑ 343% YoY

Pipeline Members

~24,500

↑ 62% YoY

ARPU¹

\$5.1k

↑ 356% YoY

Paying Subscribers

~3,100

↑ 82% YoY

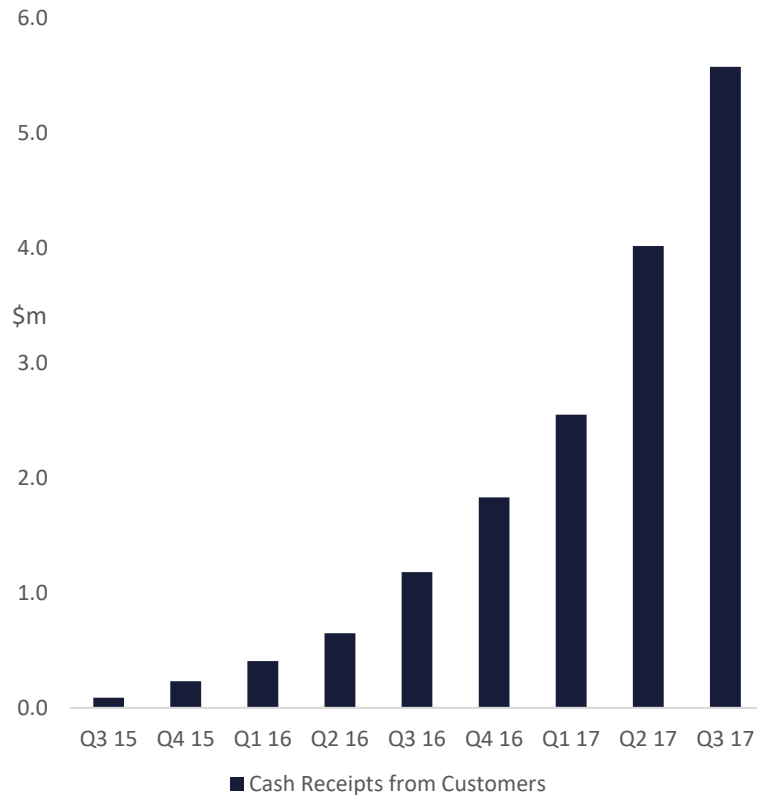
Video Content Views

29.3m

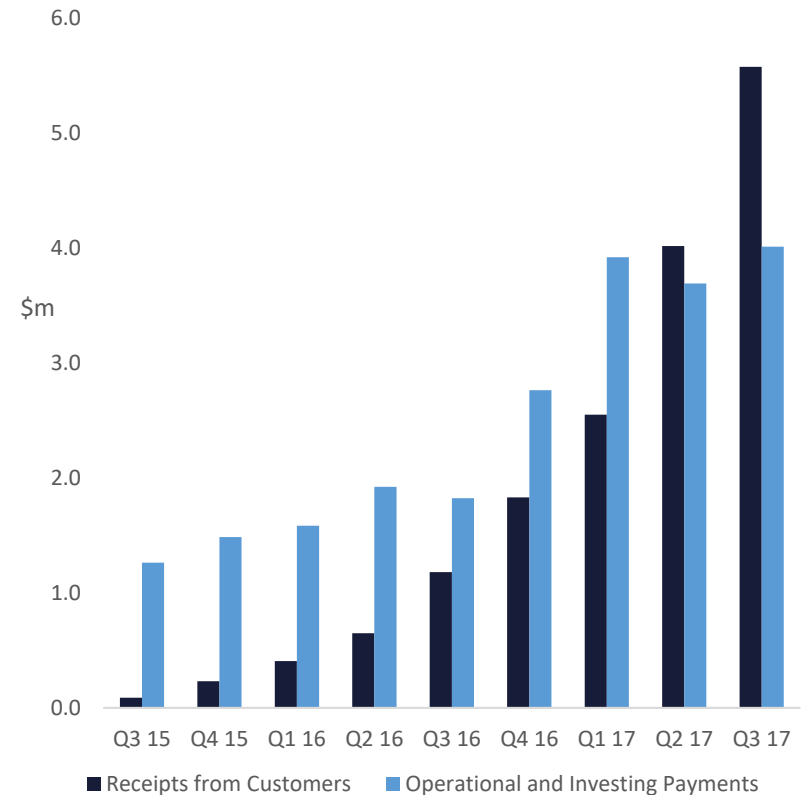
↑ 532% YoY

1. ARPU is Average Revenue Per User per annum excluding one-off application fees.

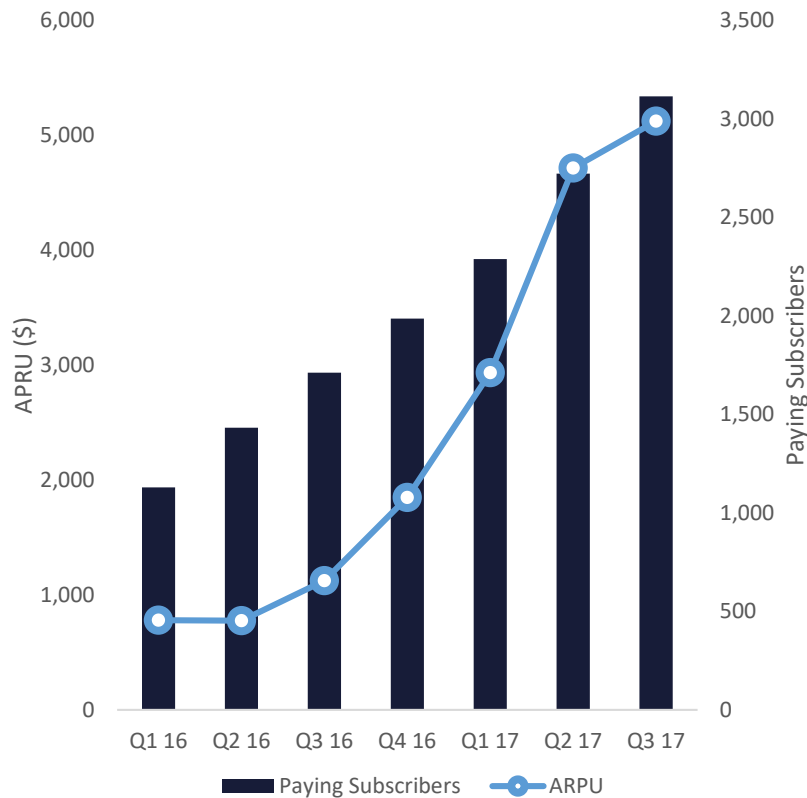
9 Consecutive Quarters of Growth
Cash Revenue up 39% on Prior Quarter



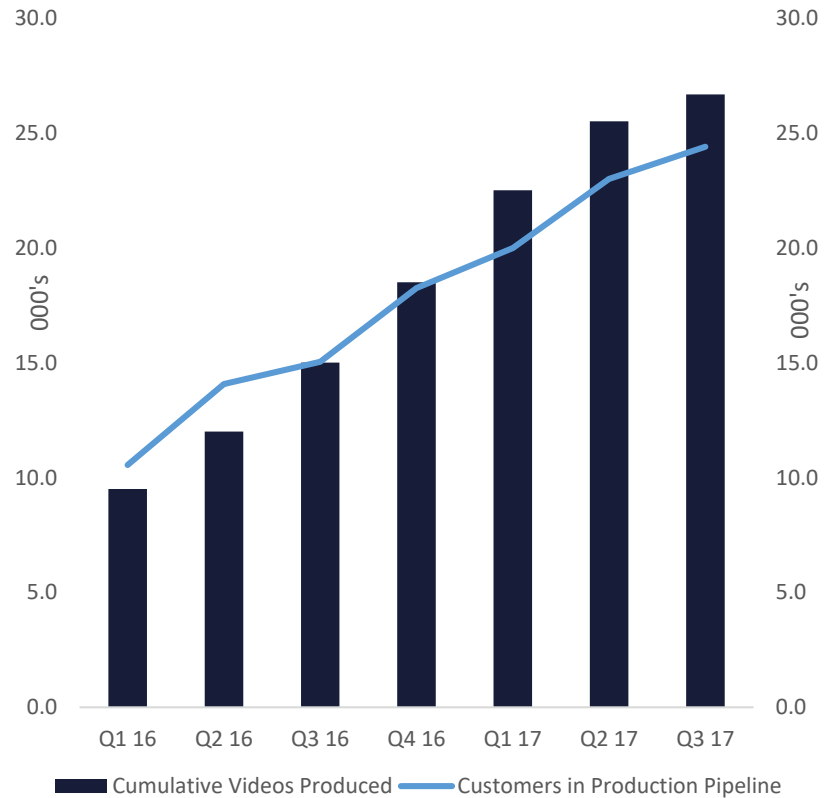
Globally Cash Flow Positive
Generating \$1.6m Cash Surplus



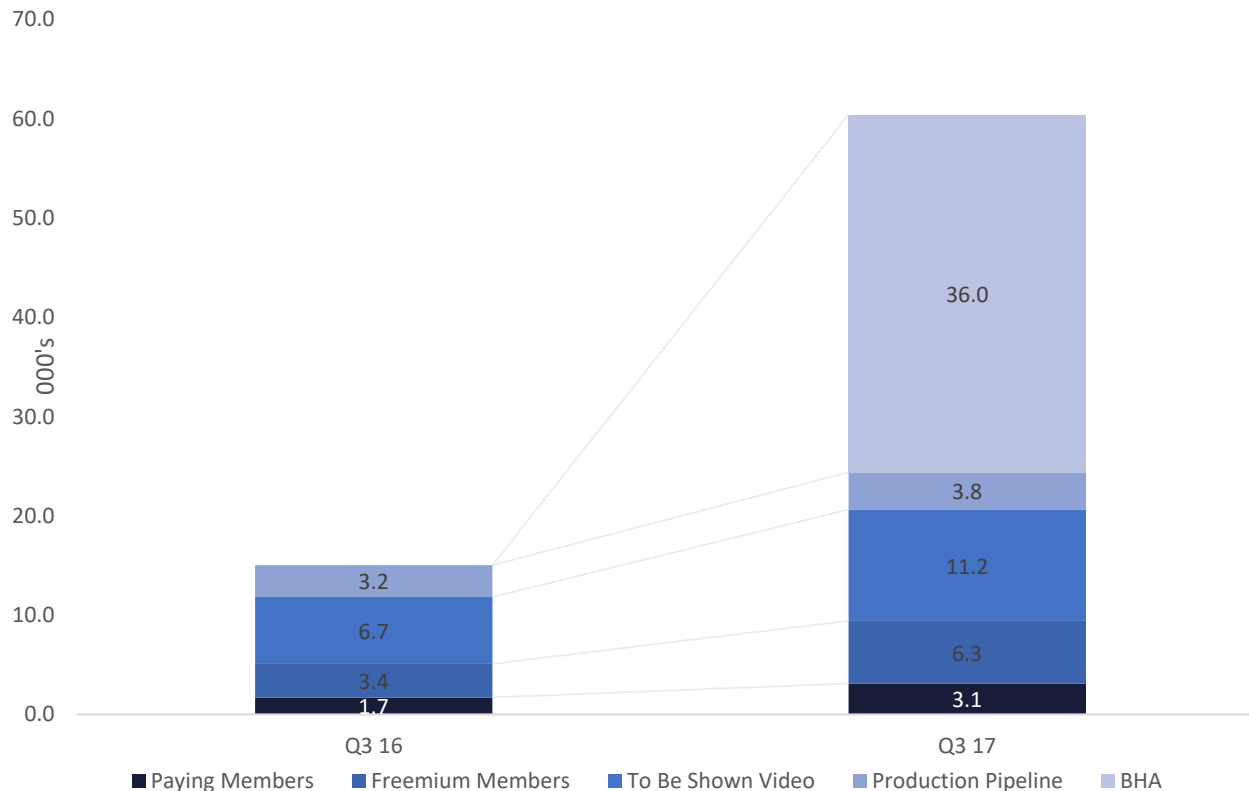
Rising ARPU and Subscriber Base



Expansion of Video Library and Pipeline



BHA Acquisition Results in Significant Growth in Members

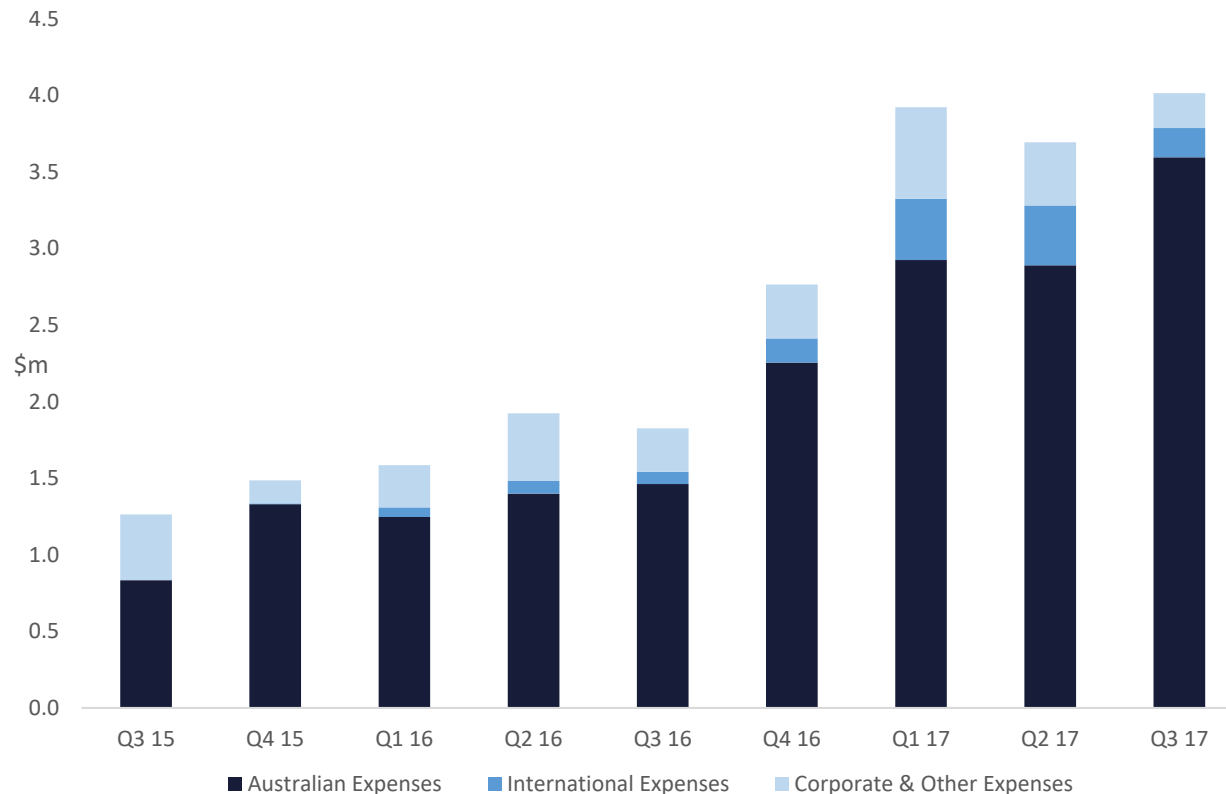


- BHA Introduces 36k customer to the BIG Network
- BIG has produced 11.2k videos to be presented to the customer with a typical conversion ~30%¹
- Other ~70% receive video hosted on BRTV platform only for no upfront cost
- BIG will now deploy propriety auto-generation technology²
- We expect AutoGen to improve productivity, uptake and conversion

1. To date, BIG produces a video for no upfront fees. Only paying subscribers can use the video for social media, website and other channels for 1 year.

2. Customers waiting in line will receive an auto-generated video using BIG's video database. BIG will then only deploy its production team for members that elect to subscribe.

Same Cost Base as Q1 17 Generates 120% Increase in Cash Revenues



- Productivity initiatives to further benefit H2 FY17+ as Autogen anticipated to be implemented during Q4 across BHA subscriber database following acquisition (see Autogen announcement 13/10/16)
- From FY18, BIG intends to reinvest revenues to support further growth
- **Management is committed to balancing growth, margin and value to the customer**

FY17 Guidance Excluding Acquisitions

- Cash revenues of \$12.1m YTD means expected to surpass guidance for FY17 of \$15.5m (FY16: \$4.0m)
- H2 FY17 cash flow positive

FY18 and Beyond

- Solid growth in Australia set to continue, improved margins
- Increasing contribution from international operations
- Rising contribution from advertising revenues
- Annualisation of BHA acquisition



OUR OPERATIONAL PRIORITIES NEXT 12 MONTHS

- 1 TIG Health & Beauty (BHA) pipeline
- 2 Global Enterprise JVs
- 3 Corporate-sponsored content and Not For Profit customers
- 4 Enhanced BRTV platform and mobile app
- 5 Customer retention and value-add services
- 6 Monetise international business



APPENDIX

Core capability

- Cost-effective video production for SMEs
- BRTV is the *'video version of Tripadvisor'*
- IP around video library and auto-generated content

History

- Listed on ASX in December 2014
- Co-founded by Brandon Evertz in 2013
- Cash flow positive in Q2 FY17

Business model

- Video subscription revenue
- Added sponsorship, advertising and content revenue
- BRTV network effect drives stickiness

Capital Structure

ASX Code	BIG
Share Price (19/4/17)	\$0.495
12m range	\$0.09 - 0.495
Market cap (undiluted)	\$64.3m
Directors & management	17%
Top 20	59%

Board & Management

Richard Evertz (co-Founder)	Chief Executive Officer
Brandon Evertz (co-Founder)	Executive Director
Hugh Massie	Non-Executive Chairman
Sonia Thurston	Executive Director
Andy Corner	Chief Financial Officer



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