



ASX:BIG

30th January 2018

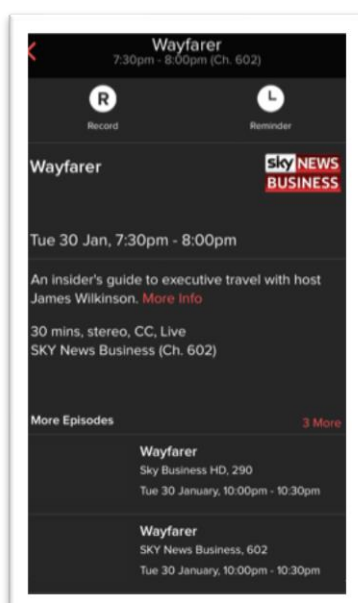
Big Un Limited Strategic Update **Three Pillar Business Model is Activated**

Big Un Limited (ASX:BIG, or 'the Company') is pleased to provide an update to the market on cross pillar activity including the scheduled broadcasting of Wayfarer on Sky Business News, the establishment of a US based social media influencer team and the international roll-out of an experiential marketing campaign.

Pillar One: Experiential Marketing Campaigns Commence **SME's to receive a "BIG Hug"**

In line with the company's strategy to build a global brand, experiential marketing campaigns will commence this quarter. Teams of experiential marketers are currently undergoing training and are about to be deployed to every SME on-boarded onto the BIG platform in Australia and the US. Each business owner on-boarded by the BIG sales team will be personally visited, provided with a BIG welcome pack and shown how to download and use the Big Review TV video app and social media video review platform to promote their business. This "Face2Face" activity will provide:

- Deeper relationships with existing SME members
- Swift brand awareness
- App downloads and SME social media integration
- SME referrals, enhancing the network effect
- Customer retention or "Stickiness"
- Further revenue opportunities
- Big Review TV fans

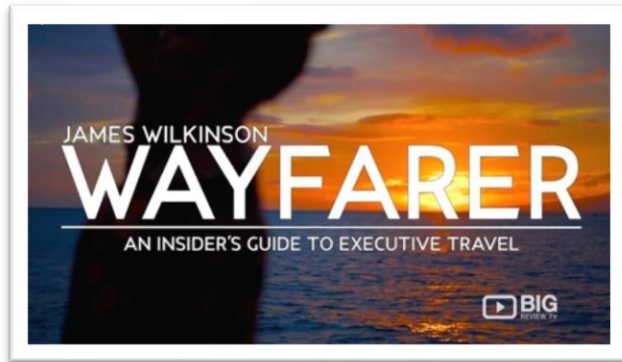


Pillar Two: Content Significantly Amplified Content **Wayfarer Live on Sky News**

The broadcasting of eight 30 minute episodes of BIG's Wayfarer Travel Show commences today, 30th Jan 2018 during prime airtime and will provide the Company with significant amplification of its international travel show content through Sky's traditional broadcast and digital audiences. The first series of BIG's Wayfarer show broadcast on Sky is sponsored by Cover-More Travel Insurance.

Digital distribution of Sky News includes:

- Skynews.com.au catch up, business and native content (2.17m monthly Uas)
- Posts to Sky News' social accounts (1.02m connections)
- Live and VOD distribution on Australia Channel (international OTT service)



Sky News Business Channel is Australia's only business and finance focused news channel. Foreign business news channels CNBC and Bloomberg Television are also available on the Foxtel platform. Sky News provides unrivalled LIVE news and national affairs coverage via 16 dedicated channels including Sky News Live, Sky News Business, Sky News Weather, A-PAC Australia's Public Affairs Channel and FOX SPORTS News, available in 2.8 million subscribing homes in Australia on Foxtel.

Sky News Business reaches close to 268,000 different people on average each week, with 72% of viewers being male, 28% of Sky News Business viewers are people 40-54 and 38% aged 55-69.

The strategic amplification of BIG's pillar two content will appeal to advertisers and sponsors of content on BIG's own platform and will help to drive SME membership and retention. In addition to amplification through third parties like Sky, BIG averages over 2m views per month of its content via its dedicated YouTube and social media channels.

Apple TV Channel

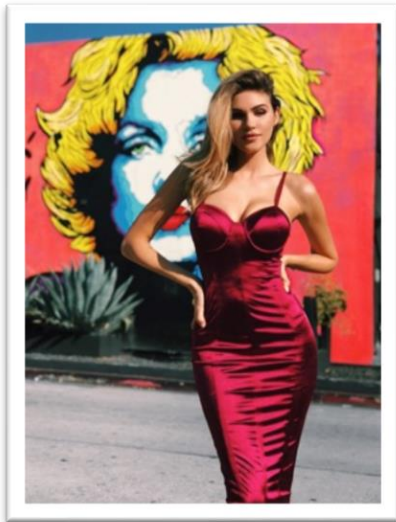
The Company's pillar two strategy also includes further independent amplification provided by BIG's Apple TV channel where the company will place entertainment focused video review shows and content available for sponsorship and product placement by large advertisers. This will also provide increased demand and retention of SME members wishing to feature within BIG's show content.

Pillar Three: Driving App Users via BIG Social Media Influencer Team US Social Media Influencer Campaign to Pre-Empt App Launch

The Company is currently filming pilot content in the US featuring high profile US social media influencers ex Miss California, Natalie Pack (@nataliepack) and the celebrity model and food blogger Shayna Taylor (@shaynatheresetaylor). The company has recently engaged the services of US based social media aggregator Miss Ruby Larsen who has access to a social media influencer network of over 50m individuals. The video content recently filmed by BIG will be used to form shows and social media content for BIG's platform and Apple TV channel.

The Company's cross-platform digital marketing strategy incorporates the use of social media influencers to host shows, promote the BIG brand, and fully promote and endorse its new video review app due to be released this quarter. It is BIG's intention to trial its social media influencer strategy in the US before rolling out globally.

Sonia Thurston Executive Director of Big Un Limited and the board member responsible for BIG branding and all video content says: "We are very excited to begin implementing the cross-pillar marketing and promotion of our business model. Having the quality of our video content validated by large advertisers and broadcasters is a huge tick, and having high calibre social media influencers queue up to get involved with BIG is incredibly exciting. All three pillars feed each other, and by integrating marketing and promotional activity across the pillars, we are able to leverage the unique dynamics of the business model and build our brand swiftly and efficiently"



Natalie Pack filming on location in LA with BIG



Shayna Taylor interviews celebrity designer Logan Hollowell for BIG

Outlook

THREE PILLAR BUSINESS MODEL

1. VIDEO CREATON	2. ADVERTISING/SPONSORSHIP	3. VIDEO REVIEW PLATFORM
High quality affordable videos for SMEs	Video content re-purposed to create TV shows for sector specific audiences	Free B2C mobile app for customers to search and review businesses
	Wholly owned video content library	Monetised B2B dashboard app
Video is hosted on BRTV and licenced to customer	Large corporates feature as sponsors of TV shows	Ability to share content via social channels Ability for SME's to market directly to consumers
12 month subscription revenue	Ability to sell branded content and advertising slots	Consumer and merchant reviews draw eyeballs and validate services
	Monetisation of video library	Completing the BIG Ecosystem
Now	In Progress	In Progress

Richard Evertz CEO Big Un Limited commented: "This is a very exciting time for BIG. We have reached the point where we can show practical examples of how the Company's three pillar business model operates. Pillar one is validated by the massive growth we're experiencing with SME's, pillar two by the large brands we're attracting and the social media influencers who want to be involved in our content; and pillar three by the imminent launch of our new app to millions of individuals using Zeta Global. We believe the activation of our cross-pillar business strategy during this quarter will help us to swiftly build a global brand and fully leverage our first mover advantage and build depth and engagement to our Social Media Video Review Platform"

ENDS

CONTACT

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ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV is a social media video review platform. BIG 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.