



ASX:BIG

1st February 2018

Big Un Limited Appoint David A. Steinberg as Chairman of Global Advisory Board

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce the appointment of David Steinberg, Co-Founder and CEO of Zeta Global (Zeta) and Founder of CAIVIS Investment Corp (CAIVIS) as Chairman of the Company's global advisory board. Mr. Steinberg will be charged with building the Company's global advisory board and providing advice to the board of Big Un Limited related to growth strategies, partnerships, and expansion plans as it rolls out its business model into the US market. Mr. Steinberg has entered into an agreement to serve in this capacity for a minimum of two years.

Zeta Global

BIG recently announced a strategic partnership with US based Zeta Global (Zeta) founded by David Steinberg and John Scully (former CEO Apple Inc and Pepsi Co). Named one of the 50 Most Promising Private Companies in America in 2014 by *Forbes*, Zeta operates the largest independent Marketing Cloud and Data Cloud in the world. The Company is a recognized market leader in marketing technology, data analytics and Artificial Intelligence. Zeta Global's platform receives over 2bn unique visits per month and tracks in excess of 2bn cookies.

The Zeta partnership arrangement encompasses the use of Zeta's Marketing Cloud to enable acquiring new BIG SME & Consumer clients, driving users to BIG properties and the sharing of signal data in key verticals.

CAIVIS

CAIVIS Investment Corp was founded in 2007 to provide capital, strategy, business relationships, infrastructure, technology and business process improvement. CAIVIS is focused on accelerating the growth of its portfolio companies and will be providing corporate and financial advice to BIG as it rolls out operations into the US.

David Steinberg

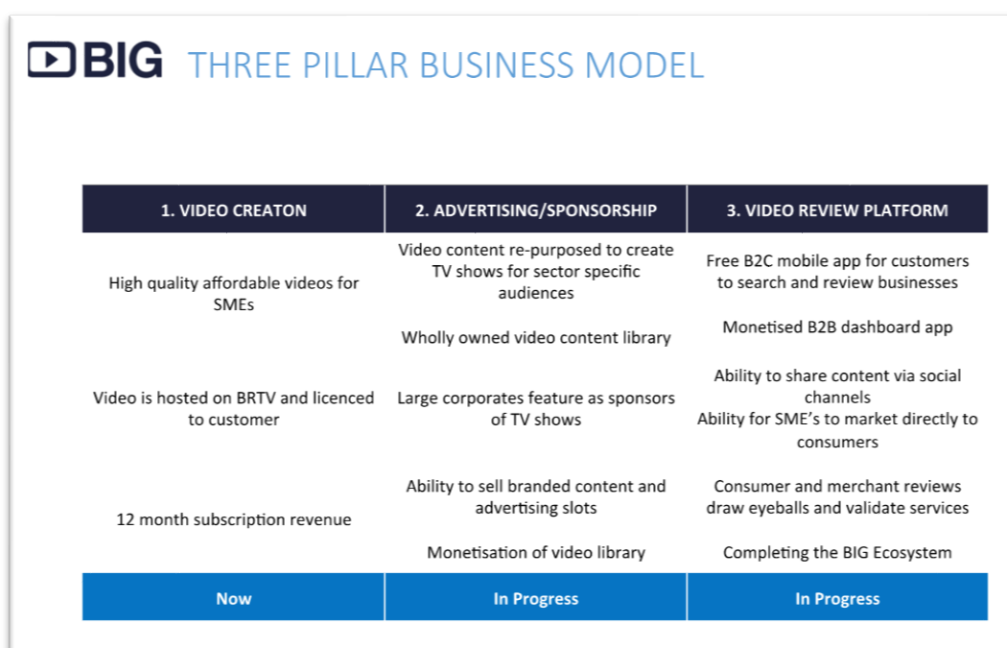
Featured regularly on CNBC and Fox Business News, Mr. Steinberg is a serial entrepreneur who has exited five start-ups with a collective value of more than \$2 billion. He has previously served as board member of the United States Chamber of Commerce and currently serves on several charitable boards including the Milken Institute's FasterCures center. His experience and expertise related to building and scaling growth companies will provide BIG with an invaluable asset as it expands into the US market. Mr. Steinberg will tap his extensive network to build a world-class advisory board for BIG.

He says, "I have been very impressed with both Richard and the entire BIG management team. I believe that BIG is uniquely positioned for success in the US market – and beyond. The convergence of video, social media and AI to deliver high impact video experiences for the SME market is a huge opportunity that I'm excited to be part of. I am very excited to be given the opportunity to advise on strategic growth, investment and global business strategy as well as recruiting the best human capital on the planet for the advisory board."

Outlook

BIG's CEO Richard Evertz commented "In line with the Company's growth strategy, we look to partner and collaborate with local expertise. It has been incredibly important to us to find the right partners and support as we enter the US. We are thrilled that David Steinberg has agreed to chair our global advisory board. In my opinion, his experience and global network provide us with exceptional support and access to the top of corporate America. To demonstrate David's commitment, he has agreed to a tenure of at least two years and will be taking a small shareholding in the Company with voluntary restrictions. I believe that BIG has found the perfect individual to guide, advise and support us as we roll out the business model into one of the largest market opportunities in the world."

The Company plans to utilise its recent partnership with Zeta Global to help market BIG to millions of individuals in marketing campaigns during 2018.



ENDS

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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.