



ASX CODE: BIG
4th November 2016

Early Revenue from US Operations

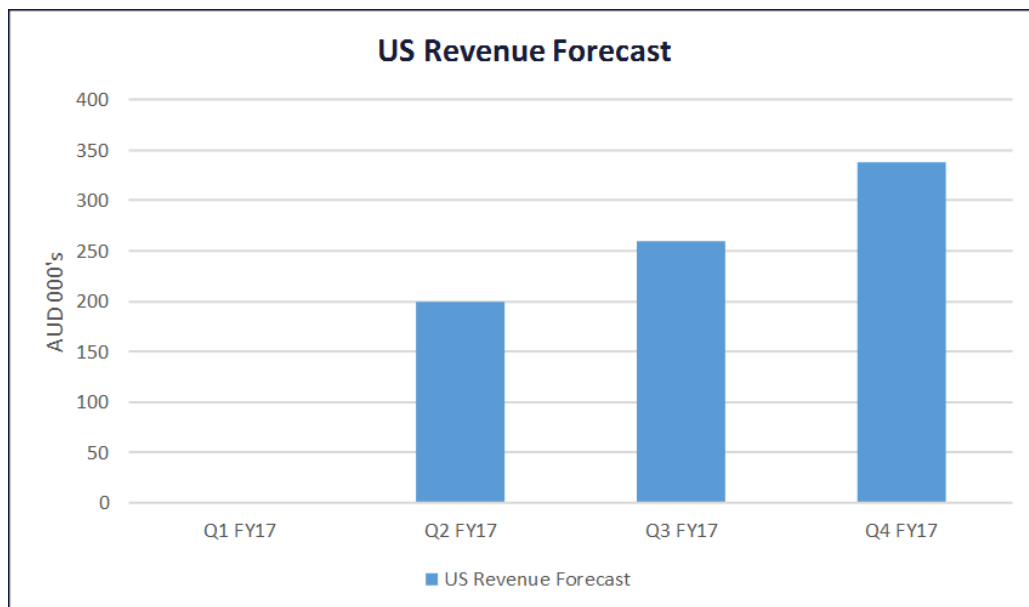
Big Un Limited (ASX: BIG or the Company) is pleased to announce that revenue in excess of AU\$100,000 was generated from its US operations during Oct 2016. The company commenced operations in the US in 2015 and have amassed content from around 700 businesses for the company's video content library and on-boarded in excess of 700 US customers to date of which 100 were monetized during Oct.

Early US Revenue

Tailored US Video Products

Since commencing US operations in June 2015, the Company has undertaken key state-by-state test and measure exercises in New York, California and Texas. As a result, Big Review TV's has identified significant vertical market opportunities for which the Company's video technology products have been tailored. Active marketing of these video technology products commenced in Sept 2016 in Texas resulting in:

- Gross revenue of AU\$103,000 during the month of Oct.
- Successful referral rates of 68%
- Early ARPU of AU\$996



US Revenue Forecast AU\$798,000

Disciplined rollout to other key US states will commence as cash-flow positive status in the US is achieved during Q2 FY2016/7

Licensing and Sponsorship Opportunities

Additional US Revenue Streams

In December 2015 the Company announced the sale of a license to DNA Behavior for the areas of Manhattan Island and Brooklyn in New York. As previously indicated, SME customer relationships hold significant value for third parties wishing to engage BIG's SME database via joint promotion and sponsorship. The Company anticipates further revenue opportunities from similar licensing structures and is currently actively engaged in negotiating US partnership opportunities with sponsors. Further updates will be provided during Q2 FY2016/17.

Outlook for US Revenue FY2016/17

Increased ARPU and Lower Costs

In line with the Company business model, it is anticipated that as a full range of video technology products and services are rolled out to US customers, the US ARPU will closely reflect that achieved in the Australian market of \$2,600. Conservatively, the Company anticipates onboarding a further 700 paying US customers by end FY16/17 and achieving revenues of around \$800,000 based upon the current US ARPU of AU\$996.

Company Investment in US

Controlled Rollout of Business Model to US

The Company's international rollout strategy focuses on early investment to leverage its first to market opportunities:

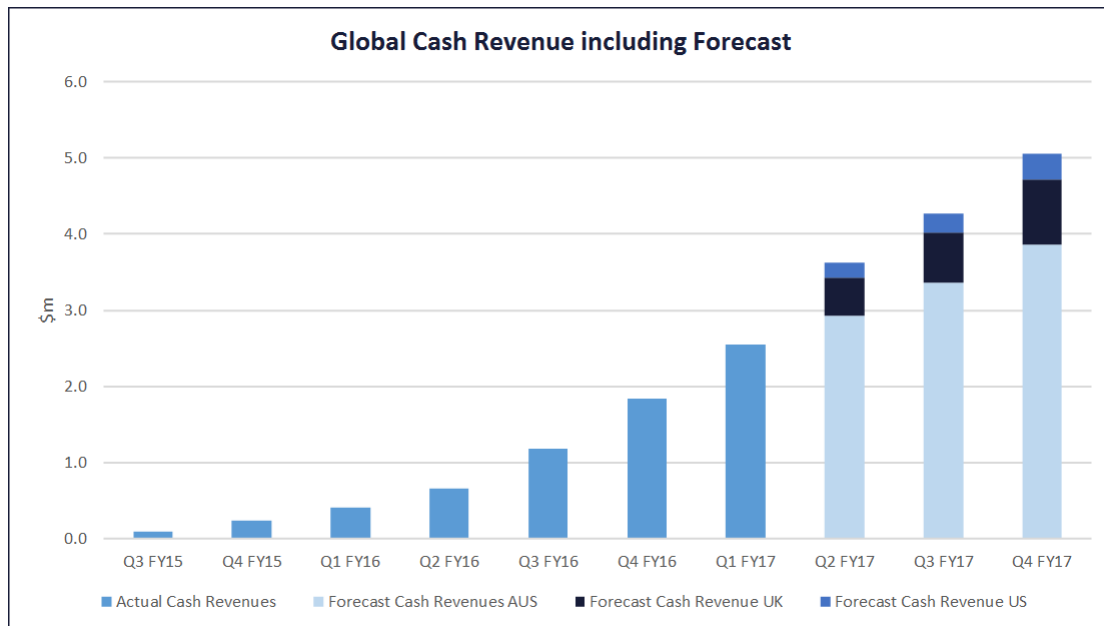
- 1) Obtaining market penetration via customer onboarding
- 2) The collection of mass video content for the company's growing video library

Company investment in international rollout peaked in August 2016, the early benefits of which are now being realized. To date the Company has on-boarded over 700 US businesses and amassed over 1000 hours of US video content. The Company believes that sufficient video content and market penetration has been achieved in the US to allow it to move to the next stage of US rollout via selling subscription based video technology products through its US based sales operations and by promoting online activation. To facilitate this, BIG are actively engaged in discussions with large SME aggregators in the US, seeking to replicate the Australian JV partnership with The Intermedia Group, which gives BIG access to 300,000 SMEs in Australia. The immediate addressable opportunity for Big Review TV video technology products in the US has been estimated at \$732m (see research chart)

US Outlook FY2016/17

Pathway to US Profit

In line with general cost efficiencies, the Company has introduced cost savings and efficiencies to US operations. As the company implement further efficiencies associated with the auto-generation and delivery of video technology to US customers, BIG anticipate becoming profitable in the US during the financial year 2016/17

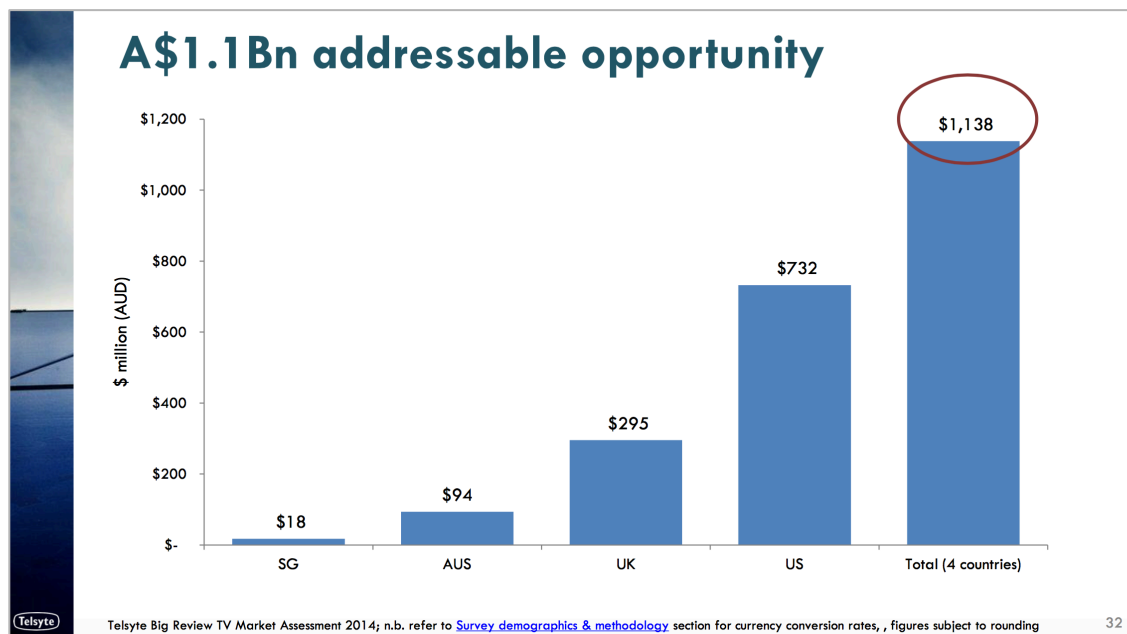


Overseas Opportunities

International Video Content Library and Addressable Market

During FY2015/16 the Company has strategically invested in the collection of video content for specifically identified overseas markets. The company now has sufficient video content in its international video library to actively market its products and services in the UK and USA.

Telsyte Research Results for Big Review TV Product



Research from Leading Technology Experts

Headed by Foad Fadaghi – Managing Director Telsyte Ltd

Independent research conducted on behalf of Big Unlimited values the addressable market for *Big Review TV* video technology products as follows:

USA addressable market = 5.2m businesses – value of addressable opportunity \$732m for Big Review TV subscription based video technology products.

Disciplined International Rollout Using Cost Efficiencies and Scale

Auto-generated Product and Productivity Efficiencies Across Borders

The company's business model is scalable and its disruptive video technology allows it to cross international borders without regulatory inhibition. The company recently announced cost reductions and efficiencies in productivity via its auto-generation of video content that costs the company under \$2 per video to create (see previous ASX announcement 13/10/16) These cost savings and efficiencies apply internationally.

Brandon Evertz, Executive Director commented, "As we recently stated, the Company is seeing early validation of the monetization and scalability of our business model internationally, firstly in the UK and now the US. We fully anticipate that the Australian business metrics will be replicated and even improved upon in overseas markets as we gain traction and continue to introduce new efficiencies through video technology. We look forward to updating the market on the Company's pathway to profit further during December quarter 2016/17"

ENDS

CONTACT

For media
Andrew Ramadge
Media & Capital Partners
+61 475 797 471

Andrew.ramadge@mcpartners.com.au

Corporate Enquiries
Sonia Thurston
Executive Director
sonia@bigreviewtv.com

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.