



ASX CODE: BIG
9th November 2016

High Demand for BIG Charity Product

Big Un Limited (ASX: BIG or the Company) is pleased to announce that since Jan 2016 Big Review TV has on boarded over 80 Australian not-for-profit (NFP) and charitable organisations who are using BIG's highly disruptive, video technology package tailored for the NFP market.

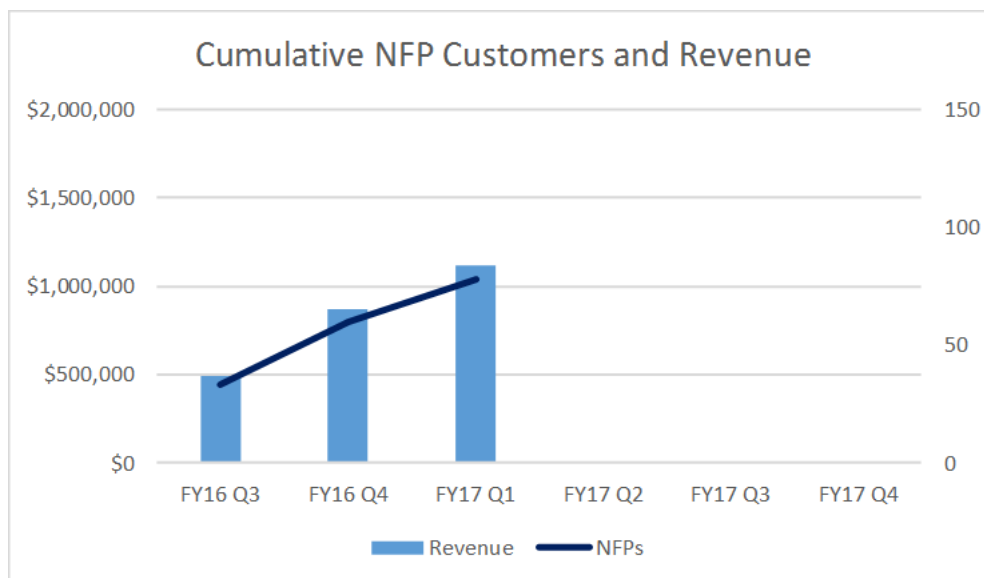
Corporate and Social Responsibility

Tailored NFP Video Products

Following extensive internal research in 2015, the Company identified the opportunity to tailor its disruptive video technology solutions to greatly benefit the charity sector after Google confirmed that charities providing regular video content and updates have the strongest relationships with their supporters. In Jan 2016, BIG introduced a subscription based video package for NFP's. To date, BIG's NFP product has generated over AU\$1.1m in revenue and 10% of charities have already made repeat purchases prior to the end of their first 12 month subscription period. .

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- Gross revenue of AU\$1.19m since Jan 2016.
- ARPU of AU\$14,300





Branded NFP Product

Leveraging BIG Video Technology to Benefit Charities

Following positive feedback and testimonials from Australian NFP's and charitable organisations, BIG has further developed its video technology services to offer exclusively to registered charities under the brand BIG CARES.

1) BIG has the ability to offer high quality, low cost, disruptive video technology to a sector that benefits greatly from the use of video content in its donor communication programs. Traditionally charitable organisations would find it difficult to access the regular use of high quality video communication due to the high cost involved. BIG CARES solves this problem. In addition, BIG's free video platform and video ecosystem allows charities the opportunity to make further significant savings in charitable marketing and promotion by leveraging their video listing on BIG's platform, and through the Company's social media integration.

2) Up to 50% of charitable donations disappear in commissions and fees charged by organisations for handling fundraising according to Fairfax Media. The BIG CARES "Donate Now" button on the charity's video profile page at bigreviewtv.com will offer donors the ability to donate directly to the charity via a simple link to the donor portal on the charity website at no charge. This is part of BIG's current technology upgrade of the platform and mobile phone app and will become a key feature for charities as mobile donor traffic is anticipated to increase.

3) Charities are often forced to spend a considerable proportion of their fundraising budgets on donor appeals and marketing. BIG is currently incorporating video delivery software that will be offered at NFP rates within the BIG CARES subscription package. This software will allow charities to use their BIG CARES video content to communicate directly to the donors via mobile phone using their donor databases.



"BIG helped us to raise more money and reach a lot of people to tell our story"
commented Brett Long Marketing Manager Melbourne City Mission

Outlook for FY2016/17

Anticipated Uptake of BIG CARES

In line with the Company business model, it is anticipated that auto-generation services will be included in its NFP offering and as the additional video technology products and donation services are promoted to existing and new NFP customers, the company will experience an increased uptake of BIG CARES services. Conservatively, the Company anticipates onboarding a further 100 NFP customers by end FY16/17 and achieving further revenue of around \$1.4m based upon the current ARPU of AU\$14,300.

BIG CARES – BIG Opportunity

Controlled Rollout of Product Internationally FY17/18

There are around 60,000 registered charities in Australia, 1.5m in the US and 150,000 in the UK. In line with the Company's international rollout strategy, it is anticipated that BIG CARES will be rolled out into the UK and US markets during FY17/18 to leverage its first to market opportunity and offer its disruptive video technology to this vertical.

Sonia Thurston CCO BIG Un Limited commented, "BIG is excited that its specialist NFP services have been received so well by charities in Australia. The feedback from charities has been phenomenal. Launching BIG CARES builds on this and is in line with BIG's brand values and the Company's corporate and social responsibility. We are proud to be able to offer our disruptive video technology to a market crying out for low cost high quality video solutions. BIG CARES gives charities the ability to channel less of their donations into marketing but get a better outcome using BIG CARES video technologies and solutions to increase donations"

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CONTACT

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

Andrew.ramadge@mcpartners.com.au

Corporate Enquiries
Sonia Thurston CCO
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.