



ASX CODE: BIG
22nd November 2016

BIG to Offer Commercial Conversations via Acquisition of New Zealand Technology Company

Big Un Limited (ASX: BIG or the Company) is pleased to announce that it has agreed to acquire Pricemaker Ltd, a New Zealand based technology company. The acquisition enhances BIG's technical ability and will allow the Company to add conversations to its video technology portfolio. The acquisition of Pricemaker is subject to due diligence, shareholder approval and includes a staged share transfer that is subject to Pricemaker achieving key performance indicators.

The acquisition will deepen BIG's technology capability and related IP with a protectable tech/IP position. It will also strengthen BIG's in-house tech development capabilities and provide the Company with significant additional revenue of at least AU\$1.4m over 2017 and a new customer base in New Zealand.

Complementary Tech Development

Communication Technology

Pricemaker has developed market leading software for "Commercial Conversations". Their one-to-many communication technology will allow BIG consumers to reach and connect directly with BIG's SME and business customers. Similar to Facebook's – Messenger App, Pricemaker commercial conversations technology will be integrated into BIG's video review app allowing consumers and business users to create video reviews and chat. This new level of engagement complements BIG's existing video technology, enhancing BIG's IP across its ecosystem and keeping the Company at the forefront of video technology.

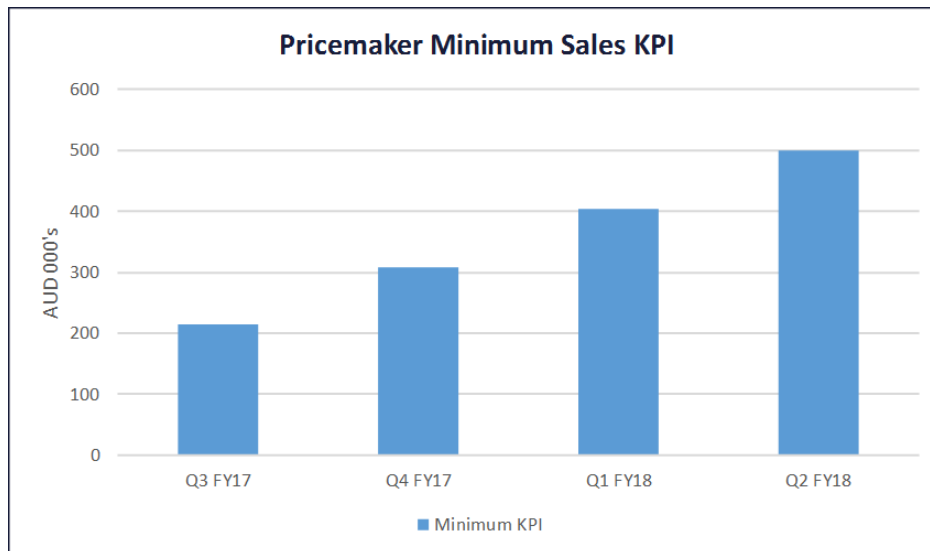
Additional New Zealand Revenue

Acquisition Cash Flow Positive

Pricemaker has 5,000 users and an established, highly networked commercial team in the New Zealand market place. This team has experience in digital sales and in the execution of large scale partnership deals. They will spearhead the sale of BIG's video technology products into New Zealand and help realise the revenue potential of the NZ market.

Terms of the acquisition include key performance indicators for New Zealand revenue as follows:

- Additional Immediate annualized NZ revenue in excess of AU\$1.4m 2017 (in addition to BIG's current revenue forecast)
- NZ operations achieve profitability by 30th March 2017
- Second year NZ revenue in excess of AU\$2.8m



Acquisition Details

Share Transfer Linked to KPI's

Terms of the agreement are as follows:

- Immediate additional revenue of AU\$1.4m
- Acquisition includes Pricemaker cash at bank of AU\$188k
- Fairfax Media Marketing Assets of AU\$200k
- 5,000 users already onboarded
- The issue of 15.5m BIG shares at AU\$0.20
- 8m shares to be issued on completion of due diligence and shareholder approval
- Remaining 7,500,000 shares to be issued upon satisfaction of performance based KPIs*
- Share transfer issue over 12 months
- All shares escrowed for 12 months from date of issue

*Price and share transfers subject to due diligence, shareholder approval and achievement of key performance indicators.

In-House Development Team & CDO

Immediate Cost Efficiencies and Technical Capabilities

Pricemaker Ltd has a strong development team. Terms of the acquisition include deployment of the Pricemaker development team directly to BIG. This provides BIG with anticipated cost savings and efficiencies associated with a dedicated in-house development team of around AU\$500k during 2016/17. BIG will also create a new executive role in the company, Chief Digital Officer. The current CEO and founder of Pricemaker, Erin Walshe, will fill this role upon completion of the transaction.

Walshe said: "Online video is a key business marketing, sales, and advertising tool. BIG is at the forefront of this trend as evidenced in BIG's strong revenue growth. We are excited to join the BIG team and become a core part of their global video technology solution. Together we will deliver commercial conversation and accelerate the second stage of BIG's auto-generated video technology and also assist in accelerating their New Zealand and global sales efforts."

The dedicated team will be responsible for delivering BIG's second stage auto-generated video technology, it's integrated mobile video communication app and further development of automated digital marketing capabilities. The team will inherit and build upon IT development undertaken by Cognitives Pty to deliver BIG's new video platform.

Hugh Massie Chairman of BIG Un Limited commented, "BIG's acquisition of Pricemaker Ltd provides the Company with strategic technical resources whilst simultaneously providing cost efficiencies and enhancing revenue opportunities from NZ. The continued enhancement and development of BIG's IP represents an important element of our business strategy. We're not only disrupting the video production market, but fully intend to disrupt the communication space with our video community. Combining our technologies via this acquisition is a strategic move to dominate the consumer and business communication space using video technology"

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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.