



ASX RELEASE: 15th JULY 2014

UST GLOBAL ANNOUNCES USD 2,000,000 INVESTMENT IN xTV

HIGHLIGHTS

- **UST Global announces a USD 2,000,000 strategic investment in xTV and go-to-market partner**
- **Investment to drive global expansion of enterprise .TV networks and increase global reach of xTV platform**
- **xTV and UST Global partner to rollout xTV to Fortune 1000 companies across the United States**
- **UST Global is a leading provider of end-to-end IT Services and Solutions for Global 1000 companies. UST Global has operations in USA, India, Mexico, Spain, UK, Malaysia, Philippines, Singapore and employs over 14,000 people**

Applabs Technologies Ltd (“Applabs” or the “Company”) (ASX.ALA) is pleased to announce that UST Global has made a USD 2,000,000 strategic investment in xTV.

Applabs Director Mr Charles Thomas commented:

“We are very pleased to see a leading provider of end to end IT services and solutions for global fortune 1000 companies like UST Global invest directly in xTV. By partnering with UST Global it will significantly increase the global expansion of the xTV platform and the transaction adds tremendous surety to our recent investment in xTV”

Please find attached a copy of the press release by UST Global and xTV.

For further information, please contact

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UST-Global Announces \$2M Investment in xTV

Investment to drive global expansion of Enterprise .TV networks

Aliso Viejo, CA, July 14 2014 – [UST Global](#), an information technology solutions and services company for Global 1000 enterprises today announced a two million dollar strategic investment into Silicon Valley based [xTV](#), a pioneer in new Media as a Service (MaaS) sector. In addition to the investment, UST Global and xTV will partner to bring MaaS to Fortune 1000 companies across the US. This is a strong synergy of xTV's technology and UST Global's scale to further boost the adoption and expansion of .TV.

xTV offers a real time platform for companies and individuals looking to integrate their social needs, custom built on their own .TV network. In one instantaneous feed, a personal or companywide .TV network will update tailored selections from Youtube, Twitter, news services, weather accounts and much more..TV is the next evolution of the 'website', and xTV is pioneering this evolution.

"Enterprise Media is a tidal wave of new opportunity, evidenced by xTV's strong customers and partners such as Microsoft, Intel & AOL" said Tony Velleca, CIO of UST. "We're looking forward to deploying xTV into many of our significant verticals and allowing xTV customers to tap into our 15,000 strong organizations to deploy any size .TV network."

UST Global sees a huge opportunity in this space. This investment will enable xTV to scale up the demand for .TV with new customers. xTV and UST Global customers can use the xTV platform to organize and push combinations of video, social feeds and news into a real-time multi-screen enterprise .TV network where viewers can lean back, and immerse themselves in the brand. The result is an entirely new media network, which can be tightly integrated with the SharePoint platform to multiply the consumption of streaming media by employees, customers, partners and investors.

"Having UST Global as our strategic investor and go-to-market partner significantly expands our reach into the global enterprise," said Joe Ward, CEO at xTV. "xTV and UST's customer base will see a significant acceleration in the xTV network offering."

The investment will be applied to expand xTV Sales, Marketing and Engineering team, expanding the xTV team into Los Angeles and two new senior appointments.

About UST Global

UST Global is a leading provider of end-to-end IT Services and Solutions for Global 1000 companies. Headquartered in Aliso Viejo, California, UST Global has operations in USA, India, Mexico, Spain, UK, Malaysia, Philippines, and Singapore. UST Global is a technology leader with profound domain expertise across the following industries: Healthcare & Insurance, Retail, Financial Services, Transportation & Logistics, Manufacturing & Automotive, Telecommunication and Media & Entertainment. By focusing on the business model of 'fewer CLIENTS, more ATTENTION', UST Global strives for excellence in providing their clients with the best service and commitment to long-term client success. With 14,000 employees, UST Global's growth and clientele have been impressive. Please visit www.ust-global.com for more information.

About xTV

xTV is the Next Generation Media Co. which delivers the platform to build your .TV

Founded in 2011, the company's vision is to deliver any organization with the capability to lower the cost of content production and multiply the consumption of their media by delivering a true, real-time, lean-back TV experience without the need to install new devices or applications.

Visit: xTV-inc.com

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