

26 August 2014

## ASX ANNOUNCEMENT

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### **Odin Energy Ltd signs binding heads of agreement with TV2U Pty Ltd**

The directors of Odin Energy Ltd (Odin) are pleased to announce that they have executed a memorandum of understanding to enter into a joint venture agreement with TV2U Pty Ltd. The commercial terms of the acquisition are to be negotiated following a technical review of the company and its intellectual property.

#### **About TV2U**

TV2U technologies enables telecommunication companies and network operators to increase profitability by generating revenue through the delivery of Live and Video on Demand content to multiple consumer devices over multiple networks, on a global scale.

TV2U's innovative cloud technology features real-time analytics, targeted advertising, on-the-fly content repackaging, intelligent player apps and network catch-up-tv. TV2U maximizes audience engagement through its recommendation engine driven by combining content with social networking.

TV2U's revolutionary and proprietary technologies optimise network performance to improve quality and reliability of video content delivery. TV2U is able to provide a truly effective Video Content Delivery Network (VCDN) that reduces costs, improves quality and optimises network utilisation

#### **Current Activity**

TV2U currently supplies VCDN and video IP solutions in Malaysia, Indonesia and the United States and is negotiating the expansion of its activities in all three domains.

## **Proposed Management**

### **Nick Fitzgerald, Executive Director**

Nick's experience expands over 25 years in the Broadcast and New Media Industries. A successful business leader and visionary entrepreneur, Nick is responsible for setting the strategic goals and objectives of the company. Prior to TV2U Nick served in numerous executive level positions while involved in several successful start-up companies, including Digital Rapids, a pioneer in encoding/transcoding technology. As Vice President of Digital Rapids Asia, Nick was responsible for the region's operations and business development, setting up sales and distribution networks across multiple markets. It was during his tenure with Digital Rapids that the market needs for total solutions was realized and TV2U was born. Initially TV2U acted as a free consultancy service to the industry, assisting "New Media" companies to understand the technology requirements and market needs. TV2U's reputation grew rapidly, building up client and dealer loyalty and evolving into the business it is today, a company which has built the technology solution which enables the influencing and driving of consumers' content.

Odin Energy is excited about the prospects that working with Nick will open up to the Company and its shareholders.

The Company will keep the market informed as the transaction progresses and in the interim continues with its producing assets in the USA.

The proposed venture will be subject to extensive due diligence and will be presented to shareholders for final approval.

Odin will need to also seek shareholder approval for significant change of direction and consolidation of capital following final due diligence.

A Bajada  
Chairman