



International Limited

ACN 110 184 355

23 March 2021

ASX ANNOUNCEMENT & MEDIA RELEASE

---

## TV2U CHOSEN TO DELIVER FULL LIVE STREAM EXPERIENCE AND ON DEMAND ACCESS TO THE ISLANDS CUP OPEN (ISCO) FOR THE CARIBBEAN FOOTBALL TRUST LTD. (CFTL).

- TV2U signs five year deal for the Islands Cup Open Tournament
- USD100,000 integration fee to cover set up costs to be paid by CFTL ahead of commercial launch
- TV2U to receive 5% of gross revenue generated with a minimum USD25,000 monthly management and service fee

TV2U International Limited (ASX: **TV2**, "**The Company**") is pleased to announce that its iVAN-MVS platform has been chosen to deliver a full live stream experience and on demand access to the Islands Cup Open (ISCO) for the Caribbean Football Trust Ltd. (CFTL).

The Islands Cup Open will be a festival of Caribbean football, mixing the passion of football with the Caribbean's deep musical roots. Creating a vibrant atmosphere true to Caribbean life. The tournament is scheduled to be played as three separate competitions.

- **Challenge 10 Championship:**  
Round robin competition resulting in top 4 teams in playoffs
- **Play 4:**  
Round robin competition resulting in top 8 continuing into a knock-out play off
- **Cup Winners Cup:**  
A best of 3 competition between the challenge 10 Winners vs play 4 Winners

ISCO is a unique and exciting experience for all fans, with every game needing a result – no draws, and extra points for goals scored. ISCO will offer "edge of the seat" freshness to the games, making every match relevant.

With over 80 matches being played across venues in the pan-Caribbean and at selected international stadia in London, England / Toronto, Canada / Nova Fonte, Brazil / Johannesburg, South Africa and Abu Dhabi, UAE, these Caribbean influenced festivals will create the ISCO carnival caravan.

Each match will be complimented by a music event in and around the stadium, with local and international artists. This will be streamed live via the TV2U platform to fans around the world.

---

ISCO has been created under a strong Single Entity Concept (SEC) that will bring to the world the perfect fusion of high-level football and cultural tourism experiences from a national Caribbean perspective. The SEC structured tournament allows the CFTL to operate without restrictions in a number of areas in their developmental years, while allowing them to protect themselves and their investors by ensuring attractive Returns on Investments (ROI) to both short and long-term investments.

ISCO's focus is to reduce Poverty across the Caribbean, and by extension the global poverty-stricken communities through their own ISCO KICK POVERTY OUT charity program, which is committed to;

- Focus on Meals and Nutrition Before and After School
- Books-To-Go, which offers schoolbooks and other educational materials in the various levels of learning
- Structural Commitment, which includes Refurbishing and/or Building of Schools, Refurbishing and/or Building Football/Sports Training Facilities, and Building of Health Centres, and
- Provide aid to communities affected by hurricanes in the Caribbean and Latin American regions, as well as food distribution and assistance for victims of natural disasters throughout the world

TV2U's proposed system has been designed to include both live and on-demand content delivery in the initial phases and will target PC's, Mac's, Tablets and Smartphones in order to provide a complete multi-screen TV Anywhere experience. In future phases, the service can be extended to an array of devices including Smart TV's and Game Consoles driven by the same business support systems.

Under the terms of the contract, which has an initial term of five years (with roll over contract extensions anticipated), TV2U will provide access to its iVAN-MV Sports Edition OTT technology, supply a managed service along with industry know-how in return for an upfront integration fee to cover set up costs.

TV2U will receive the greater of 5% of the gross revenue generated from the TV2U Platform, or USD25,000 monthly management and service fee.

The integration fee will be paid in two stages. The first stage payment (50%) will be paid within 7 days of the signing of the commercial agreement to allow work to commence. The final stage payment will be paid on acceptance of the deployment by CFTL (acting reasonably) ahead of launch.

ISCO will have a mix of subscription options such as season passes, football and music event access, tournament passes and daily, weekly and monthly passes.

The ISCO tournament will be contested by 10 Pan-Caribbean Teams and will be infused with internationally known Legend Marquee players and young available talent within the Pan-Caribbean, Pan African, and Latin American regions.

---

The tournament is due to open in June 2021 with player try-outs and a heavily produced and engaging draft night, this will be followed by pre-season generated content becoming available on the platform in the lead up to the tournament and first game kick-off on the 1st of August 2021.

TV2U will keep the market up to date with the tournament progress and platform launch.

This announcement has been authorised by the Board of TV2U International Limited.

## **ABOUT TV2U**

TV2U provides a Complete “White Labelled” TV and Entertainment Managed Service from the Cloud lowering the barriers of market entry and operator risk by reducing the need for high upfront capital investment or big-ticket operational overheads.

Our Modular SaaS (Software as a Solution) integrates seamlessly into an existing Operator’s platform and workflow bringing Management, Security, Control and Delivery Efficiency Over Any Network to Any Device.

TV2U provides a Personalized customer viewing Experience Whilst maximizing operator revenue through Real-time Intelligence. TV2U delivers a personalized individual viewing experience, by delivering content to a consumer based on their viewing.

TV2U maximizes revenue by delivering personalized targeted advertising based on a geography, demographic or an individual. Advertising can be dynamically stitched into a live stream or for on-demand inserted pre and post content.

TV2U’s analytical platform is immediate, Individual, Interactive, Intelligent and Influential. TV2U provide a cloud managed service that attracts, wins and retains customers, using disruptive personalized managed campaigns.

Providing a set of software tools that empower its clients to proactively drive revenue generation while reducing churn rates and maintaining existing customer retention.

### **For further information, please contact:**

Nick Fitzgerald

[info@tv2u.com](mailto:info@tv2u.com)

Managing Director

TV2U International Limited