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## ASX ANNOUNCEMENT

20 February 2017

### TV2U Announces New CEO

The Board of TV2U is pleased to confirm that it has appointed Andy Brown to be the new Chief Executive for the organisation.

Andy has a career of over 30 years within technology-based businesses, beginning with 11 years in project and programme management at Nomura. He moved into early-stage internet delivery and was responsible for initiatives including the launch of the first rich media website for the Tate, incorporating the entire museum archive, in 1999. Joining a boutique strategy consultancy focussed on innovation for the FTSE100 in 2000, he was responsible for launching a series of new technology ventures for the likes of the Lloyds, Powergen and British Telecom, before being offered a full-time role at BT PLC in 2003 as CEO of BT Rich Media, to spearhead their move into media and entertainment. After a brief spell heading European operations for South African set-top-box manufacturer Altech Multimedia, he has focussed heavily for the past 5 years on predictive analytics and recommender systems to the PayTV industry, achieving sales across 5 continents to some of the world's largest telcos and OTT players. He exited from his own business in late 2016 after selling the technology to a European software vendor.

His appointment comes after a review by the Board of the need to strengthen the executive team with an individual that can drive the commercial engagements required to take the technology to market, as well as maintain the product focus required in a high growth business. The appointment also complements the recent introduction of Alan Boyd, who brings world-class experience of product management and roll out.

Nick Fitzgerald will step down as CEO but retain his position as Chairman and Founder of TV2U. Commenting on the new appointment, he said:

'Andy is an accomplished leader, with a proven track record of working with high-growth companies within the PayTV industry. He brings a great mix of leadership, operational experience, technical insight, and a passion for commercial success. His ability to manage the transition from early-stage technology development to market penetration and value creation not only makes him the right person to take TV2U to its next stage of evolution, but also to see it mature as we remain a major innovator of future technologies into the industry'.

Alan Boyd commented:

"Andy's experience in managing growth is key as we now truly begin to commercialise TV2U's technologies. I look forward to working with him closely and adding my years of experience to TV2U's product strategy and development. We will see major shifts in how content is consumed in the coming years, especially with the introduction and early maturity of technologies such as virtual reality. As a key player in the digital distribution supply chain, TV2U is ideally placed to take advantage of what is pegged to be the next trillion-dollar industry, while at the same time providing a solid base of technologies to global markets that can be serviced today."

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UNITED KINGDOM  
MALAYSIA

GLOBAL OFFICE LOCATIONS  
HONG KONG  
SYDNEY

INDONESIA  
PERTH

In being appointed, Andy said:

“Since being founded in 2011, TV2U has built a history of delivering technical excellence to the PayTV markets. The public listing on ASX and the re-engineering of its core products in 2016 have given it the starting point to become a key supplier of current and next-generation products to any operator in the world. The immediate challenge is to deliver on the announcements to shareholders, by closing out commercial agreements with customers, particularly in Asia and LATAM. I am highly focussed on achieving traction in the coming weeks and setting a clear vision for the short term and long term goals that are vital to our development and maturity.”

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**1. INVESTOR ENQUIRIES:**

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**2. ABOUT TV2U**

TV2U is a global complete entertainment platform that enables businesses, such as telecommunications companies, to quickly and easily offer streaming content to their customers. The service includes movies, television programs, karaoke content and games through an encrypted channel for enhanced copyright protection. TV2U also offers unique real-time viewership analytics to enable businesses to send highly targeted advertising to end-users to maximise their revenue streams. TV2U is changing the face of online entertainment and advertising.