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ASX ANNOUNCEMENT

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TV2U EXTENDS PRODUCT RANGE WITH DIVAN TV

TV2U International Ltd (ASX: TV2) is pleased to announce that it is to integrate the recommendation engine technology from DIVAN TV, under an extension to the agreement signed in March 2016, with TV2U Singapore PTE Ltd, TV2U's wholly owned subsidiary in Singapore.

The integration is expected to be complete by May and will then be immediately available to customers, as a modular extension to the OTT distribution platform.

TV2U CEO Andy Brown commented:

"Integration of the personalisation tools that DIVAN has developed is a very natural fit for us. I expect to be able to drive new and additional revenues for TV2U with this additional module, across multiple regions including LATAM and Asia".

The parties are working together to launch premium Hollywood movie titles, under the terms of the existing contract, and are aiming for a launch of content in July 2017. TV2U will host all content in the Cloud and provide playout to DIVAN's subscribers via their website and via apps. Titles will be up to one year old and will be presented to subscribers as transactional rentals (TVOD), meaning each title will be paid for as a separate rental. As a part of the supply, TV2U will provide the required encryption security to the product (DRM) and collect analytics showing consumption data of the titles. The content catalogue is expected to be refreshed on a monthly basis.

Speaking of the business opportunity, TV2U Chairman Nick Fitzgerald said:

"The CIS market has historically been problematic, particularly with piracy issues, and this is an important step forward for the region. Premium Hollywood content has been generally difficult to access and this provision should see a significant drive of subscribers to DIVAN, in addition to their existing consumer base.

The business model for TV2U is a revenue share from each title rented. Revenues to TV2U will begin to flow as soon as the content is made available."

INVESTOR ENQUIRIES:

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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.

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