



**International Limited** ACN 110 184 355

Corporate Head Office  
Level 2, 35 Outram Street  
West Perth  
Western Australia 6155 [www.tv2u.com](http://www.tv2u.com) [info@tv2u.com](mailto:info@tv2u.com)

---

13 June 2018

## TV2U SIGNS INDOSAT TO DELIVER NEW STREAMING PLATFORM

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to announce that the agreement with Indosat Ooredoo (PT Indosat Tbk) (**Indosat**) has been signed.

### Highlights

- **Under the terms of the contract, the streaming deal will run for an initial 36-month period through a subscription-based revenue share arrangement with Indosat.**
- **TV2U will provide the white label platform and application suite, product knowledge, and remote support necessary to bring Indosat's branded iStream video service to market.**
- **Underpinned by TV2U's advanced data analytics capabilities, targeted advertising will then be delivered on top to enhance revenue potential for both parties.**

### Routes for growth

TV2U will support Indosat in expanding the platform to offer a wider mix of global, local, and user-generated content. Over time, and as the video library available under the service expands, iStream is expected to become a major live and on-demand streaming marketplace for Indosat's more than 100 million users, offering a mobile first one-stop-shop for all their content needs.

iStream will be multi-tenanted from launch, creating both a B2B and B2C business case for the operator. It'll primarily be available to Indosat's user base as a bolt-on service to an existing mobile subscription through a monthly fee, but also to Indosat's business partners as a licensed platform for immediately offering premium content to their own users.

"The business model that's been adopted under this agreement will showcase how TV2U's technology can deliver the engaging, highly personalised experience necessary to keep viewers engaged. As viewing habits continue to change, preventing churn and driving new bottom line growth through relevant advertising and data-driven personalisation has become the key focus of operators and content owners. We're excited to be at the heart of making this happen across Indonesia through our partnership with Indosat," said Nick Fitzgerald, CEO of TV2U.

---

#### GLOBAL OFFICE LOCATIONS

BRAZIL  
PERTH

INDONESIA  
SINGAPORE

MALAYSIA  
UNITED KINGDOM



**International Limited** ACN 110 184 355

Corporate Head Office  
Level 2, 35 Outram Street  
West Perth  
Western Australia 6155 [www.tv2u.com](http://www.tv2u.com) [info@tv2u.com](mailto:info@tv2u.com)

---

Installation and integration of TV2U's technology in Indonesia to power the platform is complete, with the ability to be immediately deployed. The iStream service will be available on the Google Play and iOS app stores, and also on all other connected devices via web browser.

---

## INVESTOR ENQUIRIES

Company Secretary: Sophie Raven  
Email: [sraven@mpartners.com.au](mailto:sraven@mpartners.com.au)

---

## 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) that 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 providing 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 by maintaining existing customer retention.

---

### GLOBAL OFFICE LOCATIONS

BRAZIL  
PERTH

INDONESIA  
SINGAPORE

MALAYSIA  
UNITED KINGDOM