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TV2U LICENCES TECHNOLOGY TO SOL TELECOM FOR LATAM GROWTH

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to announce that it has entered into a commercially binding agreement with SOL Telecom, a leading Brazilian telecoms provider, to act as a reseller of its technology across Brazil. The move supersedes the existing agreement between TV2U and SOL Telecom, expanding on its scope in a way that stands to significantly grow the number of end-users supported by TV2U's technology.

Building on TV2U and SOL Telecom's existing relationship, this agreement will see the telecoms provider become a local reseller for the IVAN-X content delivery platform. SOL will offer a SOL GO branded OTT direct-to-consumer service as part of this. It will also offer a white-labelled, fully managed OTT platform, underpinned by TV2U's IVAN-X technology, to its internet service provider customers – enabling them to quickly bring their own value-added streaming services to consumers across the region.

Scope of the licensing agreement

Under the licensing agreement, SOL will handle promotion and primarily undertake its own content acquisition, although TV2U will look to enhance SOL's own content on the platform with international content and other media assets as a result of its agreements with rights holders around the globe. The platform will offer full support for Android and iOS devices, set-top boxes, and web browsers straight out of the box.

TV2U and SOL Telecom will run a similar revenue share model to that in place with AEMG in South Africa (see 18 July 2018 update for more information). This includes revenue based on subscriber figures for services delivered via the white-label platform, management fees, and also targeted advertising revenue. The minimum subscriber requirement is 225,000 by the end of the first year of operation. TV2U will be entitled to a management fee per active monthly subscriber/end-customer of USD \$2.40 (based on the total number of subscribers/end-customers to whom SOL Telecom delivers video content directly, or via Resellers, over the white labelled platform. The new agreement will run for an initial 36-month period.

TV2U's technology driving growth in the region

Latin America is an underserved market for OTT content delivery. Brazil, in particular, has an active user base of pay-TV subscribers, but there's significant room for growth as many more consumers forgo these services due to the traditionally high cost involved. Given the flexibility and scalability

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offered under IVAN-X, and with its robustness as an IP-based delivery platform, the white-labelled service available which SOL is now able to offer its partners and end customers will help to disrupt the status quo and create valuable consumer alternatives at a much lower price point.

Nick Fitzgerald, CEO at TV2U, added: "Expanding on our existing relationship with SOL Telecom marks a considerable step forward in TV2U's technology powering OTT content delivery for millions of consumers around the world.

"This growth is being driven by the fact telecoms providers and mobile operators currently have a hugely valuable opportunity to drive new revenues in a multi-tenanted fashion. Not only by serving their own customers with OTT video, but also the customers of their partners. We're looking forward to working with SOL Telecom in this way to expand TV2U's footprint across Latin America."

Investor enquiries

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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.

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