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## KEY PROJECTS BUSINESS UPDATE

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to provide the following business update on its commercial deployments with Indosat Ooredoo (PT Indosat Tbk) (**Indosat**), PT. PGAS Telekomunikasi Nusantara (**PGASCOM**), and Africa Enterprise Media Group (**AEMG**).

### Indosat iStream

From November, Indosat will start additional promotional activities through its retail division. Now that a content base has been secured for the service via agreements with ZEE BIOSKOP and BALIWOOD, Indosat is expected to more aggressively promote iStream to its 110 million customer base.

Access to the platform will be first marketed to existing subscribers of its mobile broadband services with direct carrier billing as the initial payment method. This is supplemented by the fact that the iStream app is being pre-loaded onto smartphones sold by the operator, as first announced in the 27 September 2018 market update.

**Nick Fitzgerald, CEO at TV2U, commented:** "The multi-tenanted model we've adopted with Indosat is taking shape. The B2B division has secured content rights, and now the B2C arm will actively promote iStream to the mass market. Starting with direct carrier billing, where consumers can add the cost of the subscription service onto their monthly plan, we expect to add additional payment methods in the coming months to cater for all budgets."

### PGASCOM

TV2U's strategic partnership with the government-owned PGASCOM continues to progress. PGASCOM is currently in the advanced stages of negotiation to secure contracts with several content owners. This content will then be available in the white label service offered to its ISP customers and partners.

In light of this, a PGAS branded OTT service will see a pre-commercial relaunch next month.

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#### GLOBAL OFFICE LOCATIONS

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TV2U and PGASCOM are jointly targeting ISPs, telcos, and content owners. Following completion of the head-end installation earlier this year, and the other set-up requirements since then, it is expected that broader promotion will begin in early November. The PGASCOM deployment will be used as a live demonstration of the capabilities of IVAN-X, and to secure additional customers for the multi-tenanted platform.

## **AEMG**

The IVAN-X powered TV2Africa OTT streaming service is expected to see its full commercial launch on 5<sup>th</sup> November. 10,000 active subscribers are expected to be migrated to the TV2Africa service this weekend ahead of the go-live date, securing immediate revenues.

Local promotional efforts to drive additional customers to the platform will now commence, with AEMG and TV2U targeting up to one million paying subscribers after a year of operation. Deep user-level advertising will also be introduced to the platform in the coming months to help diversify TV2U's revenue potential under the deal.

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## **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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