



International Limited ACN 110 184 355

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31 July 2019

TV2U/TALICO signs to be Exclusive Technology Partner for JAYPLUS AG

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to announce it has entered into a Heads of Agreement contract with Swiss registered company JAY PLUS AG, a company created by the directors of Ecotonian for the acquirement of sports content rights.

Ecotonian is an established multi-national innovative sports finance company. It is intended that JAY PLUS will become the vehicle for Ecotonian and a consortium of its partners to operate into the sports content rights, OTT delivery and fan experience market.

The binding Heads of Agreement engages TV2U as the exclusive technology partner of JAY PLUS, providing TV2U's over-the-top delivery technology, products, solutions, and services, and utilizing a new sport-focused iVAN-X solution. Under the agreement, all future JAY PLUS and/or affiliated entity clients will be streaming via TV2U's technology platforms and services. This Heads of Agreement contract has been structured as an overarching master contract that will cover future commercial agreements and projects under the same terms and conditions.

Unveiling the iVAN-X Sports NextGen OTT platform

Sports content is growing in value. To take advantage of this, the new iVAN-X Sports NextGen OTT platform delivers a first-mover advantage to rights holders, content owners, and sports operators as a next generation OTT multi-tenancy solution. iVAN-X's agnostic cloud SaaS (Software-as-a-Service) runs on any combination of operating system and underlying processor architecture, delivered across various types of devices, including desktop computers, laptops, tablet PCs, and smartphones to bring sports content owners diversity in the monetization of traditional, niche, and alternative assets.

TV2U's multi-tenanted platform provides access to live and on-demand content of any sports, plus direct interaction for viewers with their preferred teams through a single application – creating a deeper fan experience. iVAN-X's real-time agnostic software functions with any vendor's database management system (DBMS). When combined with TV2U's protocol-agnostic software, its vendor-agnostic middleware can mediate between software from multiple vendors rather than between two specific applications, allowing iVAN-X to integrate with an array of best of breed technology partners.

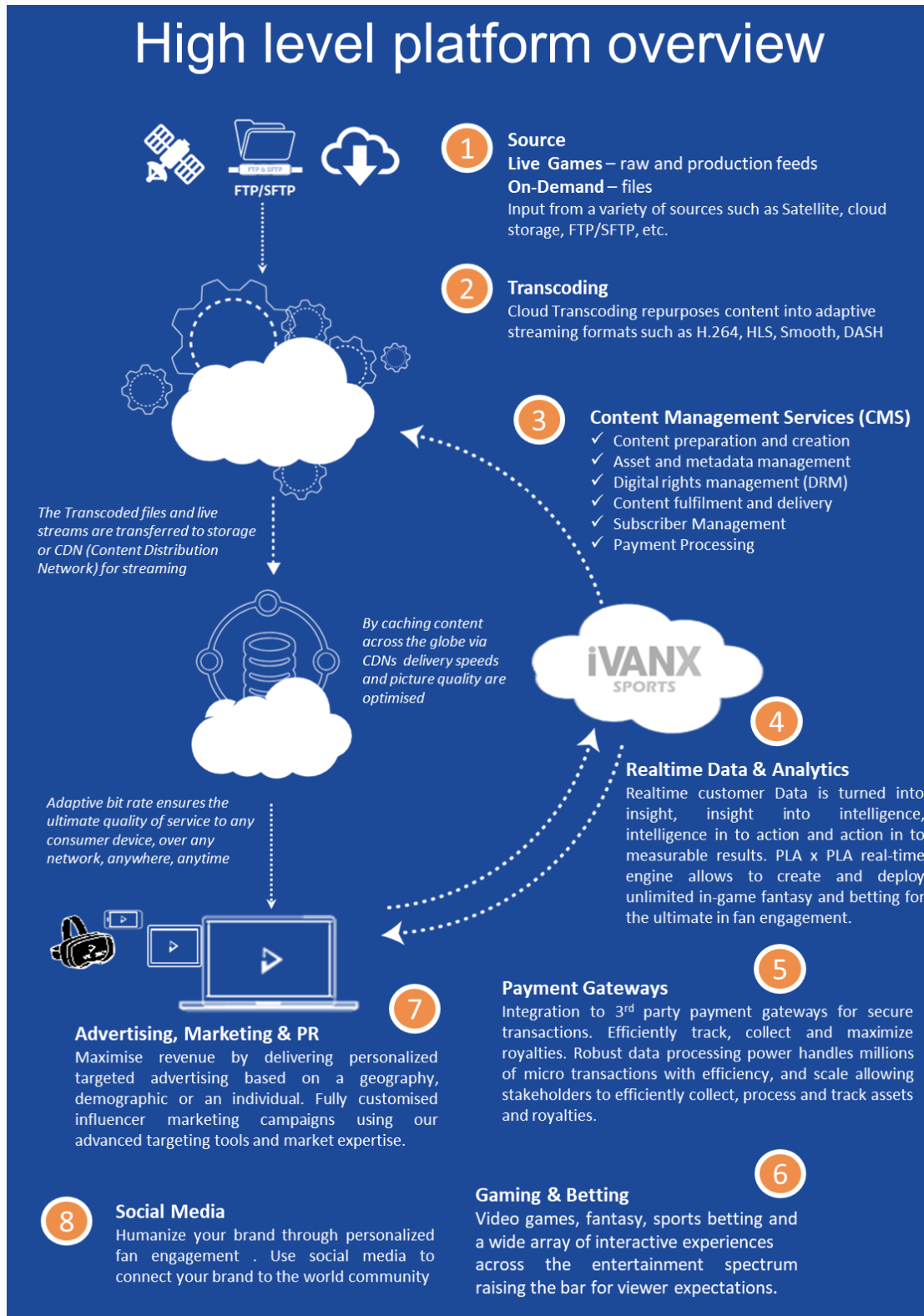
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High level platform overview

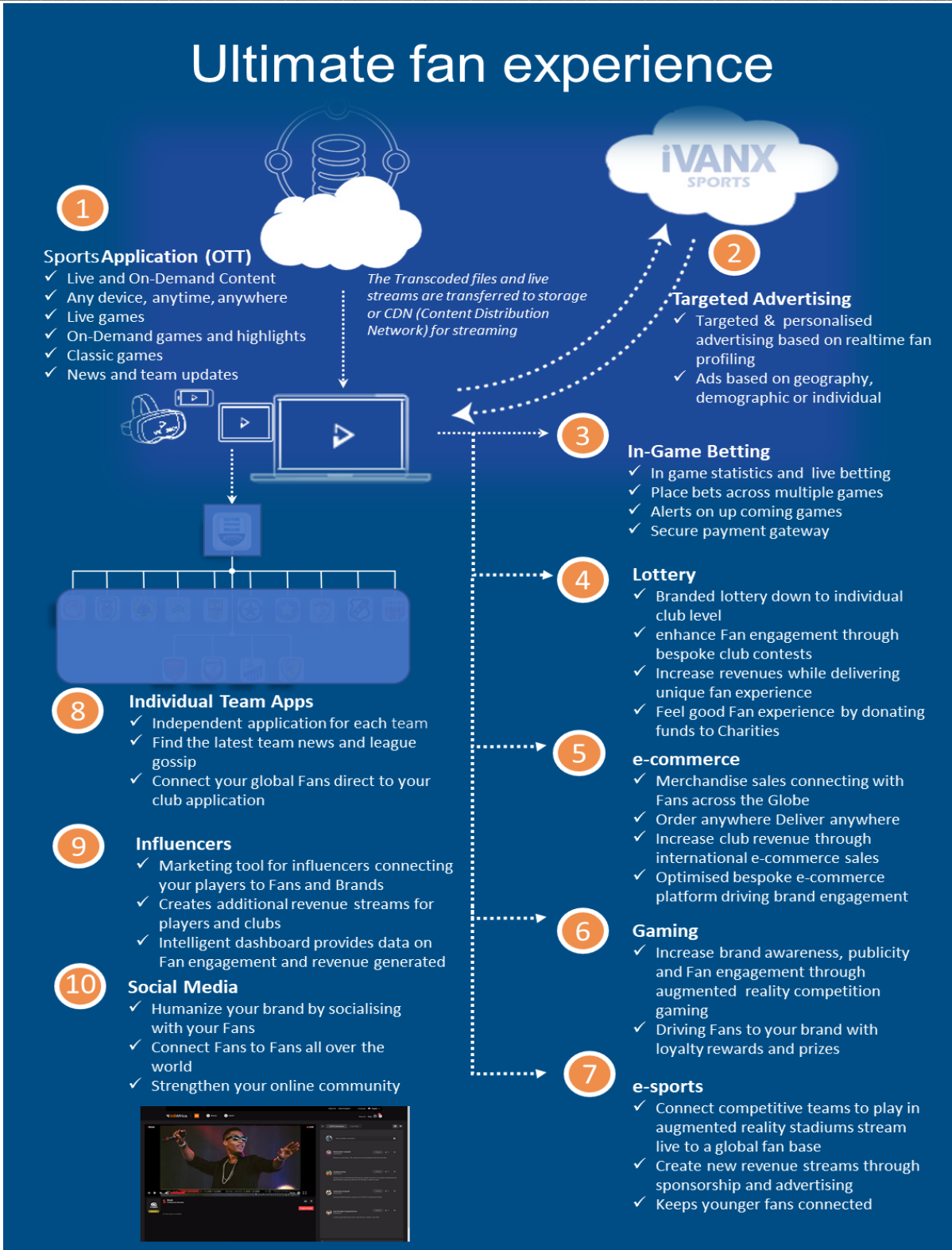


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REVENUES - TV2U and TALICO

As previously announced, all TALICO technologies, operations, and IP have now been incorporated under TV2U International Limited. All net revenues derived from TALICO for this Heads of Agreement will be paid into TV2U International Limited.

JOINT IP

Any customised individual features and third-party integrations that are instituted into future JAY PLUS/TALICO built platform(s) – outside the core iVANX technology – will be subject to and secured by appropriate intellectual property protections.

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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