



International Limited ACN 110 184 355

Corporate Head Office
Ground Floor, 22 Delhi Street
West Perth 6005
Western Australia 6160
ASX Code: TV2

ASX ANNOUNCEMENT

11th MARCH 2016

TV2U SELECTS AMAZON WEB SERVICES TO FAST TRACK ENTERTAINMENT PLATFORM TO THE EMERGING MARKETS

- TV2U will use Amazon Web Services, a US-based Fortune 500 company, for cloud-based service delivery.
- This selection completes the final stage of TV2U's low capex/high margin delivery strategy that significantly reduces upfront capital requirements.
- The Amazon technology is central to TV2U's Hollywood approved video delivery infrastructure.
- It will be used to deliver Video-on-Demand (VOD) for the Divan.TV project and Karaoke for the Sunfly2U service.

TV2U International Limited (ASX: TV2, "the Company") is pleased to announce it has selected **Amazon Web Services** (AWS) for its complete entertainment platform deployments.

The key benefit of using AWS for cloud computing is the opportunity to replace up-front capital infrastructure expenses with low variable costs to scale the TV2U business. With the cloud, TV2U no longer needs to plan for and procure servers and other IT infrastructure months in advance. Instead, TV2U can instantly gain access to additional servers from AWS in minutes for rapid service delivery.

TV2U's core mission is to deliver a next generation cloud-based total entertainment solution to multiple business customers. The Company is initially targeting customers in the emerging markets and has secured two material customer agreements that will deliver near-term revenues to TV2U.

TV2U's offering consists of a Cloud-based Technology Platform, bundled with content and real-time analytics delivered on an attractive monthly pricing model to customers. AWS has been selected because it allows TV2U's technology to scale according to subscriber usage without incurring an upfront investment, and as such, is an excellent fit with TV2U's technology strategy.

Using this approach, the Amazon technology will support TV2U's first deployments into Thailand for the Sunfly2U service, and the Commonwealth of Independent States (CIS), including Russia, for Divan.TV's VOD service.

Nick Fitzgerald CEO of TV2U commented:

"We believe that local content should reach local people everywhere. Amazon's cloud platform and TV2U's real-time analytics take us one step further to delivering a compelling user experience globally. What's more, we can now monetise our content a lot quicker and with little upfront capital, which puts us in a strong position to launch into new markets. This is a pivotal moment for the Company as we anticipate that we will start generating significant revenue in the near-term from our existing client agreements."

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AWS provides cloud-based computing infrastructure in the form of web services. Its products and solutions include cloud computing, networking, storage, content delivery, databases, analytics, application services, deployment and management. The AWS marketplace solution is extensively used by startups, enterprises, partners, government and education providers globally.

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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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