



ASX Code: BIG
Friday 26rd June, 2015

BIG UN LIMITED ENTERS INTO STRATEGIC PARTNERSHIP WITH LEADING SALES AND DISTRIBUTION PROVIDER

Highlights

- Big Un Limited (ASX:BIG) enters into a Commercial Agreement with CDM Direct Communication (CDM), a leading Australian and New Zealand independent contact centre with over 23 years experience providing marketing solutions to Corporate and Government clients
- CDM to provide first class sales and marketing capacity, to Big Un Limited for Big Review TV's (BRTV) rapidly expanding operations
- CDM's marketing and sales capability enables BRTV to scale as the Company aggressively targets the SME market in Australia and overseas
- Agreement is anticipated to significantly increases customer acquisition growth.
- Addressable small and medium enterprise (SME) market estimated to be worth \$1.1 billion in BRTV membership revenues
- Agreement has the potential to substantially reduce Big Un Limited's cost base, as CDM will fund the cost of acquisition for customer growth

Big Un Limited (ASX:BIG or the Company) today announces it has entered into a strategic commercial agreement with CDM Direct Communication Services (CDM), a leading Australian and New Zealand sales and distribution business servicing hundreds of Corporate and Government clients.

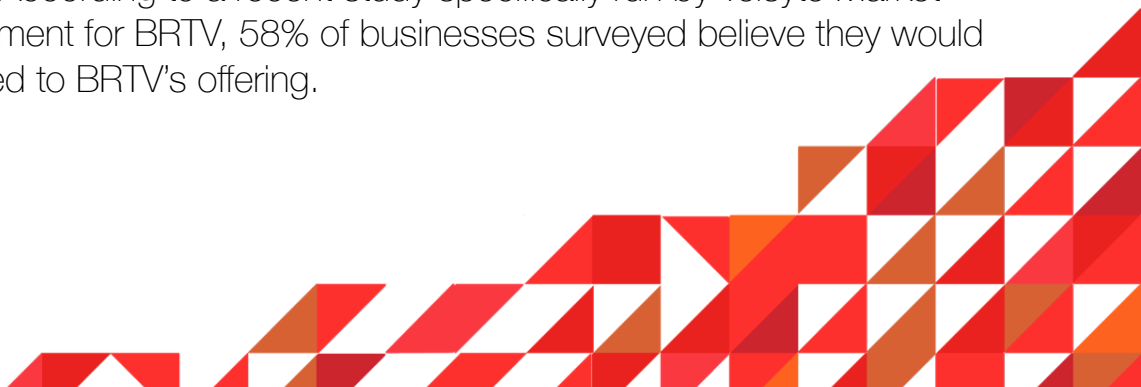
The partnership will see CDM provide Big Review TV (BRTV) with external sales and marketing capabilities for its rapidly expanding operations in Australia and internationally, allowing the Company to focus on its core business operations.

The agreement signed with CDM will run for a period of three years and covers a range of distribution services. By December this year CDM will grow the current BRTV sales team from 15 to a 100 strong telesales team operating on the BRTV account for Big Review TV and operating on a cost per acquisition basis. The structure of CDM's operation offers BRTV unlimited sales team growth capacity.

CDM Direct will establish a separate, specialist division for BRTV that will be headquartered in Auckland in a recently expanded facility, with 24/7 hours of operation, enabling it to handle the global reach required to achieve their targets.

The targeted number of subscribers will ensure that BRTV's sales pipeline will grow significantly the end of the year and include businesses from all parts of the English speaking world; Australia, New Zealand, United States, Canada, the UK as well as Ireland, Singapore and South Africa.

BRTV's target customers are the small and medium sized enterprises (SMEs), with the addressable market estimated to be around \$1.1 billion. According to a recent study specifically run by Telsyte Market Assessment for BRTV, 58% of businesses surveyed believe they would be suited to BRTV's offering.



CDM Direct has established a separate, specialist division for BRTV that is headquartered in a recently expanded 24/7 facility in Auckland that is designed to handle the volumes and global reach required to achieve BRTV's sales objectives. as the Company executes its growth strategy in customer acquisitions over the next twelve months.

Importantly, CDM will be funding the cost of acquisition for BRTV and BRTV will only pay for customers who activate their account, creating a value accretive partnership from day one for BRTV. In addition, the agreement has the potential to significantly reduce the Company's cash burn and operating costs due to substantial savings from the agreement.

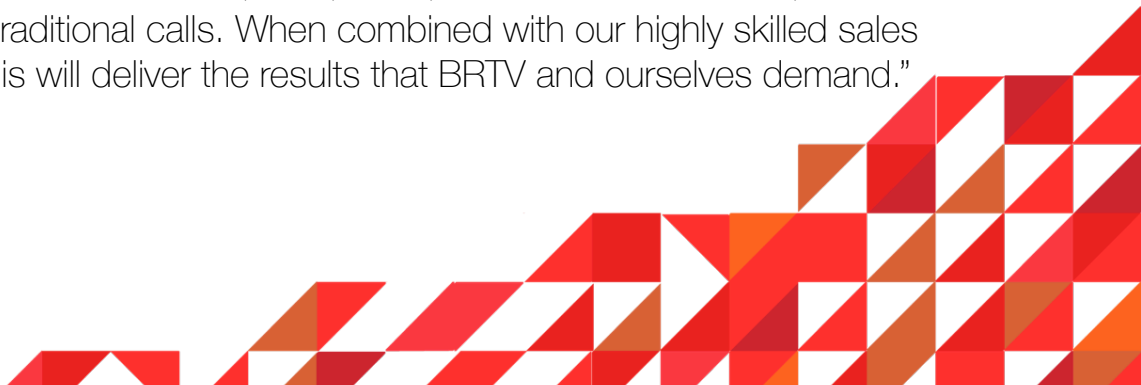
Brandon Evertz, Executive Director, Big Un Limited commented:

"The Big team are incredibly excited to announce this agreement with CDM. Their experience in sales and distribution is second to none in the Australian and New Zealand market and enables BRTV to market ourselves in a huge market more effectively. The agreement also allows us to continue to focus on our two core strategies of building customer base and revenue globally, and further enhance our technology offering.

"Importantly, the agreement brings Big Un Limited the ability to scale rapidly, as we increase our sales function and focus heavily on winning business from the growing SME market."

Theresa Cowan, CDM Direct's CEO commented:

"I'm delighted to be partnering with Big Review TV. Their video review and content platform offers a disruptive, affordable video and marketing service to the SME market, which is more efficient and interactive. I strongly believe that this is an offering CDM is almost uniquely positioned to sell. Our digitally enhanced lead generation service delivers across all platforms such as email, chat, SMS, business social media, mobile as well as traditional calls. When combined with our highly skilled sales team, this will deliver the results that BRTV and ourselves demand."



ABOUT BIG REVIEW TV

Big Review TV operates in the media and technology space providing online video content, video reviews and online marketing services to small and medium sized enterprises.

Big Review TV is the world's first video review platform that combines short video reviews with TV style review shows and peer generated video reviews made via the "Big Review TV" video app. The platform allows users to search and find entertaining videos for places to eat, play, stay or shop anywhere in the world and it actively encourages users to contribute to Big Review TV content by videoing and uploading their own reviews to the Big Review TV platform.

Big Review TV capitalises on three massive trends in the digital media space – online video, peer generated content and mobile video creation and sharing apps. Importantly, Big Review TV is actually solving a very real problem in the B2B space by producing high-quality and affordable content for brands.

ABOUT CDM DIRECT COMMUNICATION SERVICES

CDM Direct Communication Services (CDM) (www.cdmdirect.com.au) is a leading independent Contact Centre business with over 23 years' experience providing marketing solutions to many Corporate and Government clients. The company operates from Melbourne, Sydney and Auckland offering outbound and inbound services.

CDM with its parent company The Knowledge Warehouse, has worked with a range of high profile clients including The ANZ Bank, Qantas, Mercedes Benz, Sony, Optus, Telstra, Dyson, First Data, Pricewaterhousecoopers (PWC) and the Commonwealth Bank.

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