



# Big Un Limited Investor Presentation

October 2015



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# Company Overview

- Big Review TV is the world's first video review platform providing online video reviews. Big Review TV B2B service provides on site low cost video production and online marketing services to small and medium sized enterprises (SME's).
- For consumers Big Review TV provides an entertaining video community where anyone can search places and events, see short video reviews made by other consumers and watch TV style review shows. Consumers contribute video reviews via the "Big Review TV" video app.
- The Company listed on the ASX in December 2014 and in Q3 2015 the Company expects revenues of over \$350,000, representing growth of at least 50% on the prior quarter and currently has over 10,000 SME clients in its sales pipeline.

Capital Structure	ASX:	BIG
<ul style="list-style-type: none"><li>• Top 20 own 70.1%</li><li>• Management 25%</li><li>• Top Shareholders<ul style="list-style-type: none"><li>– Richbrandson Pty Ltd 11.97%</li><li>– Emery Infrastructure Investments Pty Ltd 6.79%</li></ul></li></ul>	Market Capitalisation	\$12.52 million
	Current Share Price	\$0.18
	52 Week Share Price	\$0.115 - \$0.34
	Shares on Issue	69.54 million
	Cash at bank	\$1.23 million



# Investment Proposition

## Early mover advantage

First to market, low cost – high quality video production and video review platform for SMEs

## Unique IP and technology

Global platform, proprietary technology, with patents pending on video search function. Highly scalable at 5% of traditional video media production costs.

## Global footprint

Operations in Australia, , New Zealand, Hong Kong, Singapore, UK and USA.

## Significant market opportunity

Small and medium enterprise (SME) market estimated to be worth \$1.1 billion for BRTV product

## High margin business

Simple revenue model and highly scalable

## Solid existing customer base

Strong pipeline and potential for significant viral growth- with over 10,000 existing SME members or in the sales pipeline

## Growing global demand

For high quality, inexpensive, online video content and more interactive reviews online:

## Solid management and advisory team

In place to drive domestic and international growth and scale.

# Video – The Future of The Internet

23%

Global video advertising revenue will rise at a 23% CAGR and is expected to reach \$27 billion in 2018

80%

80% of consumers research products online every week.  
Source: Oracle

69%

By 2017, video will account for 69% of all consumer internet traffic.  
Source: Cisco

64%

Nielsen claims 64% of marketers expect video to dominate their strategies in the near future



Valuation \$11.6B



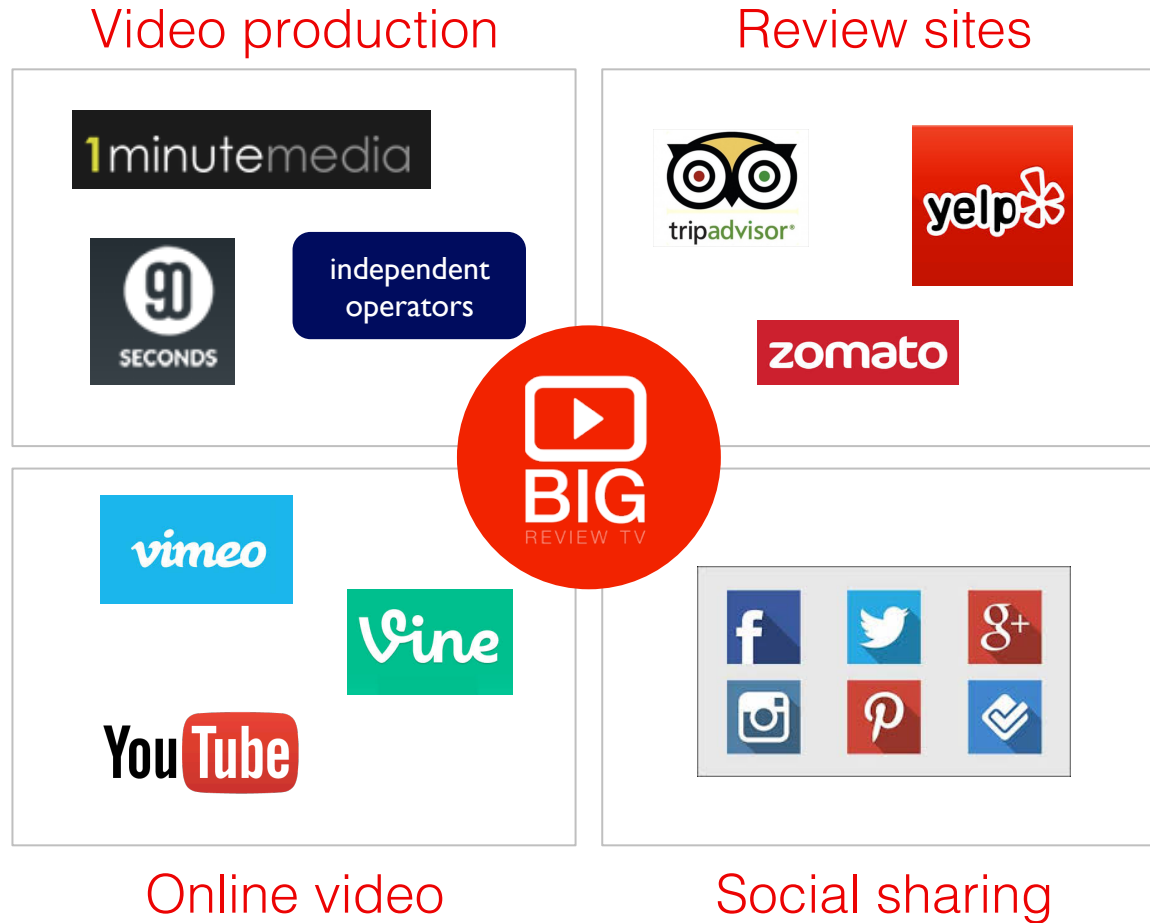
Valuation \$40B



Valuation \$35B



# Position In The Market





# The BRTV Business and Revenue Model

Three pillars build an interactive video community

Video  
Production



Pillar 1

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Generating revenue and  
about to scale

Market potential \$1.1bn

Interactive  
Video Platform



Pillar 2

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Potential revenue streams:  
v-commerce, merchant  
services, advertising,  
sponsorship

Mobile  
Video App



Pillar 3

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Potential revenue streams:  
upgrades, advertising,  
sponsorship, analytics

Further revenue streams = supply of third-party video content, consumer analytics, market research data, outdoor digital media and more

## B2B

**THE OFFER:** irresistible offer to SME's and attractive 12 month payment plans allowing SME's to access valuable video marketing content and increase their online presence.

**ADDED VALUE DIGITAL MARKETING SERVICES** through interactive online video community/views/data analytics/ social media and SEO optimisation

Source: ABS 2014, WIPO, Telsyte Research 2014, CISCO 2014, Internet Retailer 2014

### Pricing model

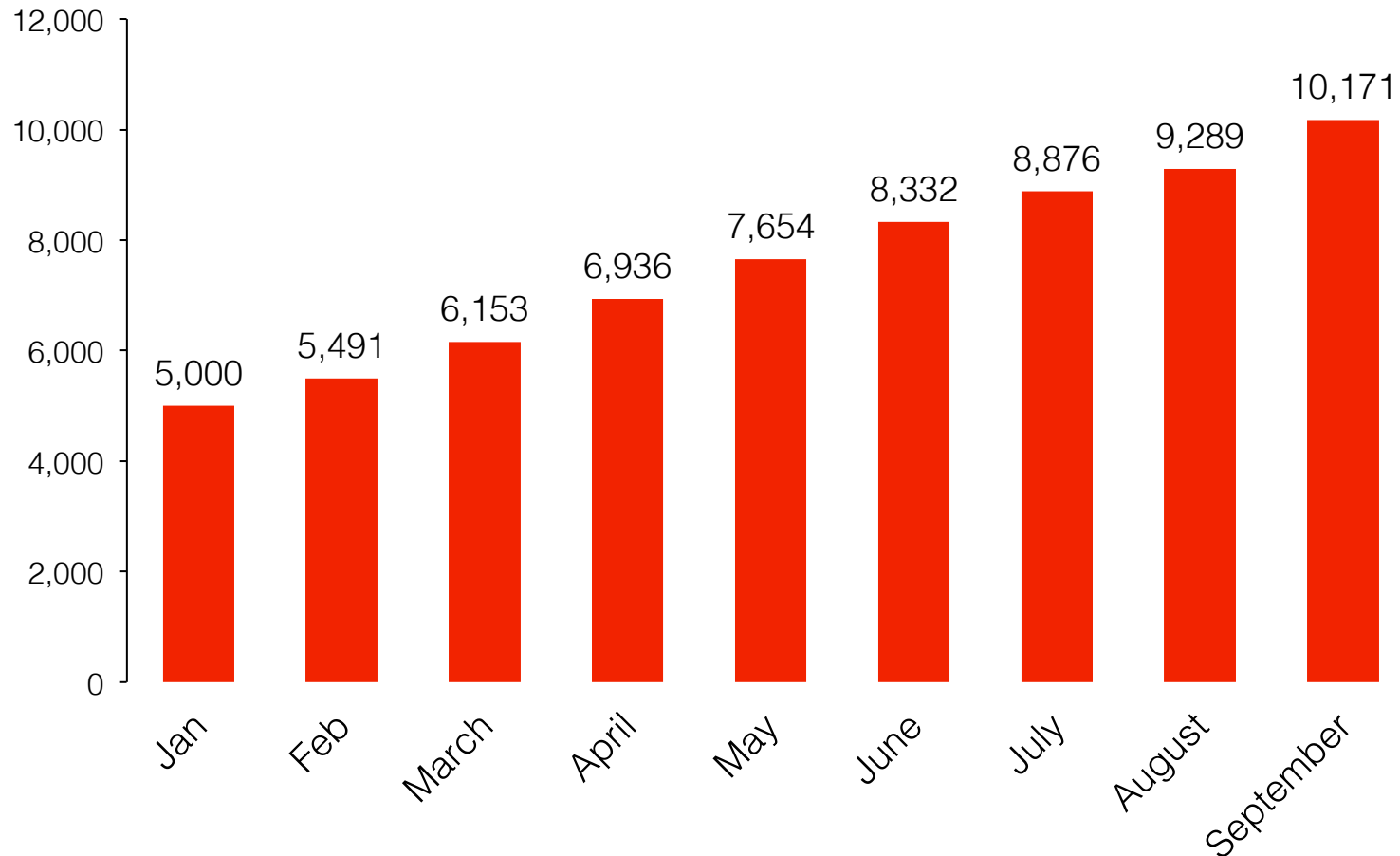
Upfront application fee \$399 plus membership subscription

Subscription hosting package based on a minimum of 12 months.

Prices range from \$35 to \$350 per month (inc GST)



# SME Clients & Sales Pipeline



# Membership Packages



**BRONZE**  
MEMBERSHIP



**\$0** per week for  
for 12 months

+ one off \$399 Application /  
Booking Fee

All prices are exclusive of GST

**APPLY NOW**



**SILVER**  
MEMBERSHIP



**\$7.50** per week for  
12 months

+ one off \$399 Application /  
Booking Fee

All prices are exclusive of GST

**APPLY NOW**



**GOLD**  
MEMBERSHIP



**\$25** per week for  
12 months

+ one off \$399 Application /  
Booking Fee

All prices are exclusive of GST

**APPLY NOW**



**PLATINUM**  
MEMBERSHIP



**\$50** per week for  
12 months

+ one off \$399 Application /  
Booking Fee

All prices are exclusive of GST

**APPLY NOW**



**PLATINUM PLUS**  
MEMBERSHIP



**\$75** per week for  
12 months

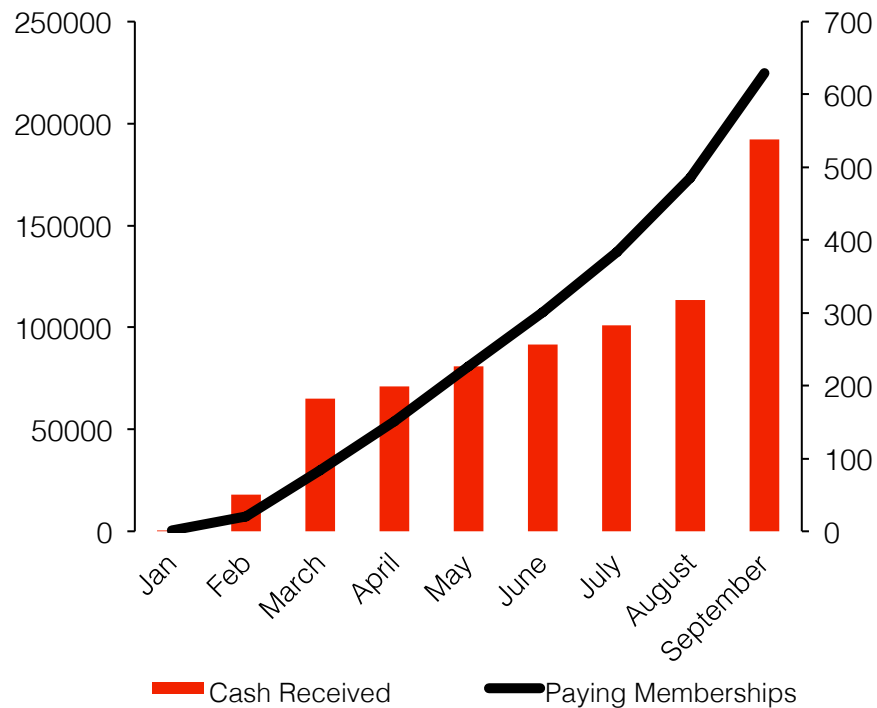
+ one off \$399 Application /  
Booking Fee

All prices are exclusive of GST

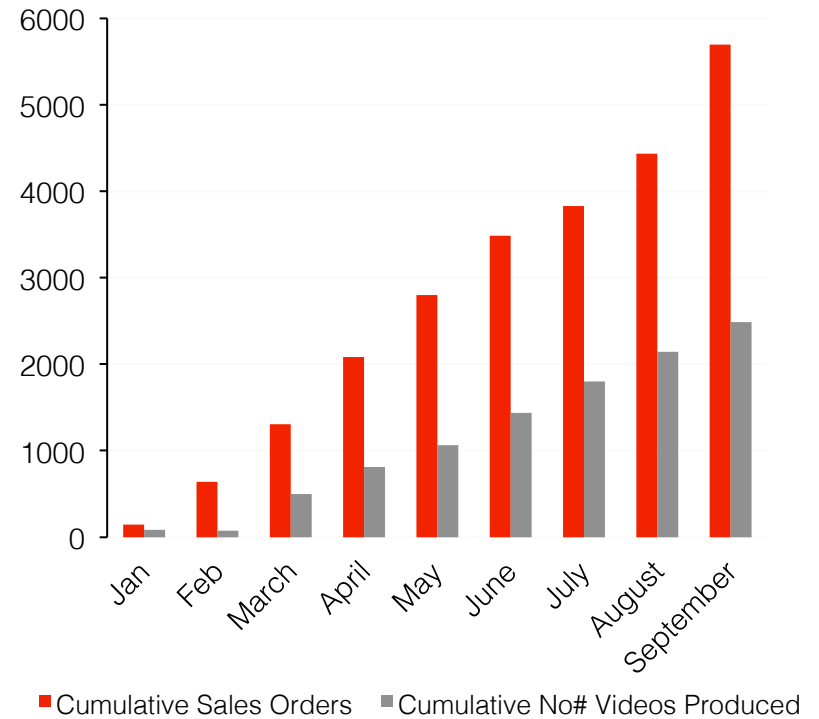
**APPLY NOW**

# Traction to September 2015

## Revenues and Paying Memberships



## Sales Orders and Videos Produced in 2015



ARPU per paying customer \$1,083 in Year One

# Focused Strategy

1	Channel Partnerships	CDM and other channel partnerships to provide sales and marketing capabilities and rapidly accelerate BIG's expansion into the SME Market
2	Production Capacity	Strategic and complementary acquisitions to expand operations and international footprint
3	Acquisitions	
4	International expansion	Operations recently established in U.S.A, U.K, Singapore, Hong Kong & New Zealand

# Sales and Production Capacity

	June 30 2015	Sep 30 2015	Dec 31 2015	Mar 30 2016
Sales Seats	12	40	80	100
Video Production (capacity per week)	140	460	1140	1540



# Compelling Offering – B2C (Unique Video Eco-System)

## B2C

**THE OFFER:** a visually entertaining, interactive online video eco-system to search and review places, activities, products and events. Includes peer generated content.

**FREE MOBILE VIDEO APP:** to contribute and share content via Facebook open graph and twitter etc. (Viral and Organic)

**ADDITIONAL REVENUE STREAMS:**

Sponsorships, Pre-roll, v-commerce, merchant services/analytics

- Consumers viewing product videos are 85% more likely to buy than consumers who do not
- 92% of mobile video viewers share videos with others
- Video is shared 1200% more times than text and images combined

# Attractive Valuation

Peer Companies	Year Founded	Year Listed	Approximate # of Merchants	Current Approximate Value of Merchants
YELP (NASDAQ)	2004	2012	90000	\$52,220
OPEN TABLE	1998	2009	30000	\$110,000
GRUB HUB (NASDAQ)	2004	2014	35000	\$130,000
SHOPIFY (NYSE)	2004	2015	165000	\$20,000
REWARDLE (ASX)	2012	2014	4000	\$9,350
BIG UN LIMITED (ASX)	2013	2014	10,000	\$1,250

# Executive Team



**Richard Evertz**  
**Co-Founder and CEO**

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Experienced entrepreneur within the finance, property and telecomms sectors. Richard has a wealth of start-up experience including guiding start-ups through to public listing. In 2007 he was responsible for achieving inclusion in BRW's Fast 100. His in-depth experience and pragmatic approach to business ensure a strong and robust business model for BIG.



**Brandon Evertz**  
**Co-Founder and COO**

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Brandon was responsible for the proof of concept, business development and every aspect of the business model. At the age of 21 he is the youngest founder of a publically listed company. Brandon has the vision and the drive to propel the Company towards becoming an international offering.



**Andrew Corner**  
**Chief Financial Officer**

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Andrew has over 15 years experience in corporate finance and corporate governance within the tech sector in the U.K and Australia. He is a Chartered Accountant having trained with Ernst and Young before moving onto focusing on small, growing businesses. Prior to BRTV Andrew was the CFO of Distra, which was sold to a U.S competitor for \$50 million.



**Sonia Thurston**  
**Executive Director**

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Global brand, marketing and communications expert of over 25 yrs. Sonia has held the position of group director within several global advertising agencies, advising large multi-nationals like Airbus McKinsey & Co and DHL. She independently consulted on specialist communications projects for European governments and regularly guest lectured in UK. She also has a wealth of video production experience.



# Advisory Board



## DAVID MURPHY – VIDEO SYSTEM/ENGINEERING

David is a video streaming and content delivery specialist. In his early career David was responsible for delivering Google Fiber at **Google** and video network streaming at **Twitch TV** (the fourth largest video viewing platform after Google, Netflix and Apple TV) David's advice on streaming network configuration and video content delivery is invaluable.



## CHRIS MULCHAY - VIDEO OPTIMISATION

Previously head of content for **Google** Play and one of Australia's leading expert's in **Google** AdWords. Chris has an in- depth knowledge of the power of video content marketing and has established a charitable on-line organisation: Enablr which harness's the power of video to benefit charitable organisations.



## ROBERT CROSSMAN – CORPORATE ADVISOR

Robert is a lawyer and has over 20yrs experience in corporate finance, large scale mergers and acquisitions, and capital finance. Robert was Managing Director of **Rothschild & Sons** Australia. Robert has his own boutique corporate advisory service. His role with BRTV began in 2013 and continues with hands-on corporate advice.



## DANIEL REX – DIGITAL MARKETING & BUSINESS DEVELOPMENT

Daniel is a digital marketing expert and current head of **Google** channel intelligence for Europe. In his previous role as head of channel sales for **Google** Australia & NZ, Daniel watched BRTV grow from start-up to significant player in digital video assets. He is now a senior advisor to the board

## Contact

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