



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 it achieved record revenues of over \$400,000, representing growth of at least 75% on the prior quarter.

Capital Structure	ASX:	BIG
<ul style="list-style-type: none">• Top 20 own 63%• Management 21%• Top Shareholders<ul style="list-style-type: none">– AP Reyem Pty Ltd 13.8%– Richbrandson Pty Ltd 11.6%	Market Capitalisation	\$16.49 million
	Current Share Price	\$0.20
	52 Week Share Price	\$0.115 - \$0.34
	Shares on Issue	82.45 million
	Cash at bank*	\$3.18 million

*following closure of shareholder approved funding round



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, patents pending on platform 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. Video now essential for online presence.

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



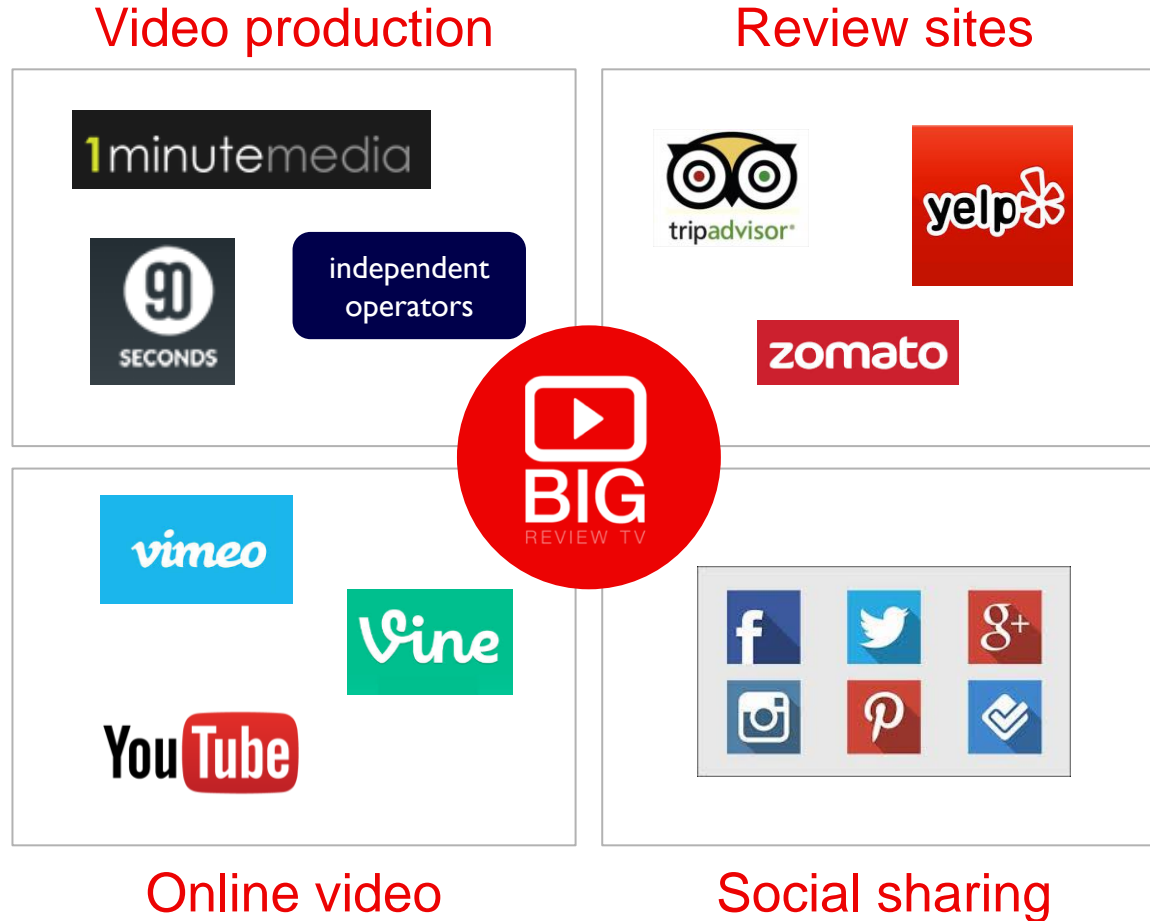
Valuation \$40B



Valuation \$35B



Position In The Market



The BRTV Business and Revenue Model

Three pillars build an interactive video community

Video
Production



Pillar 1

Generating revenue and
about to scale

Market potential \$1.1bn

Interactive
Video Platform



Pillar 2

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

Mobile
Video App



Pillar 3

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

Video content essential for on-line presence

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

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)

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

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

Independent Research Specialist

B2B Addressable Market – Estimate of suitable
SMEs by country and industry

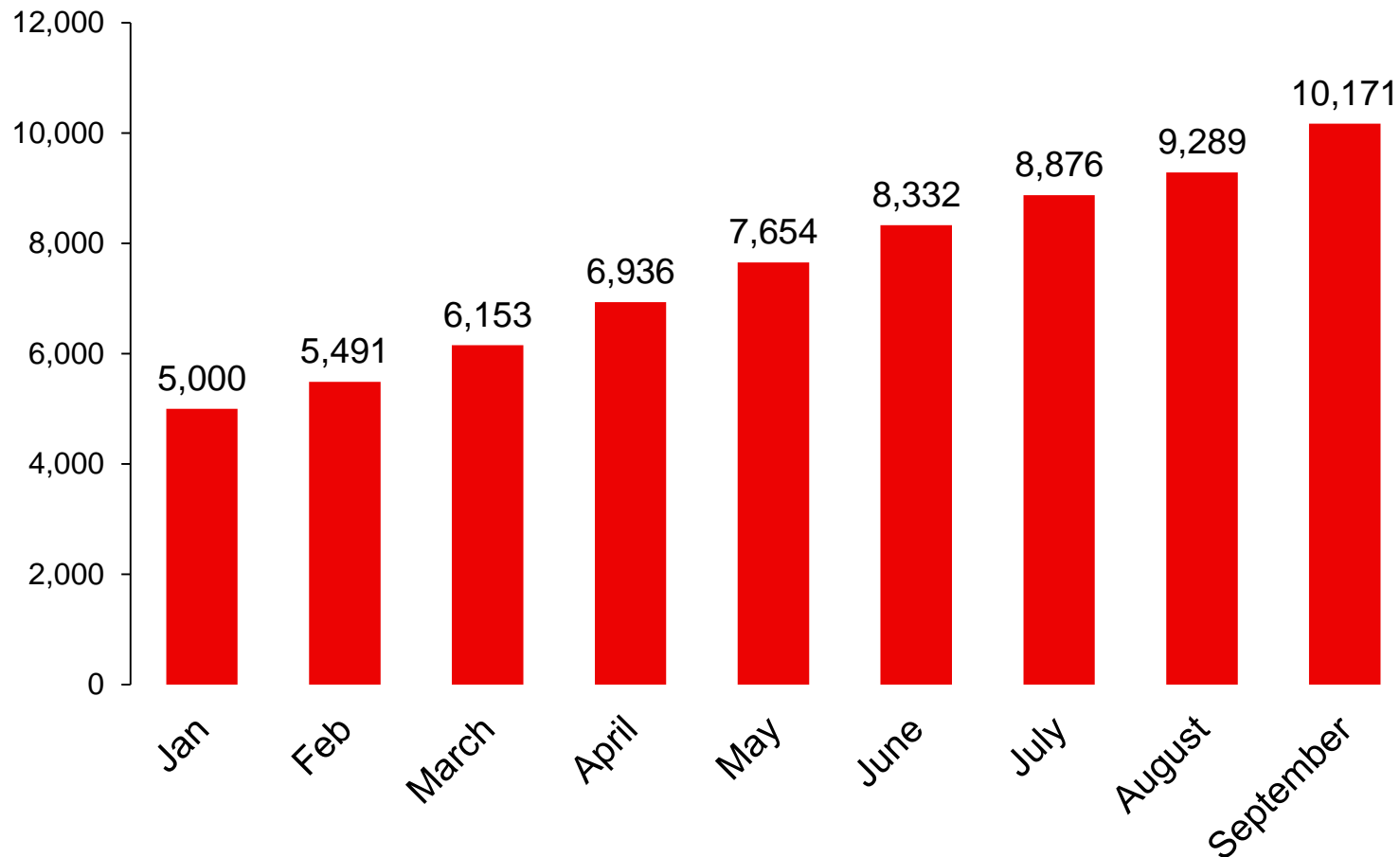


	Australia	Singapore	UK	US	Total
Food & Hospitality	58,473	8,040	128,710	474,947	670,170
Health and Beauty	71,058	7,655	107,355	617,239	803,307
Trade/Construction	132,674	3,865	300,175	760,713	1,197,427
Retail	77,786	21,272	254,785	691,058	1,044,901
Professional Services	184,902	19,500	620,130	1,723,108	2,547,640
Other (qualified)	132,265	10,500	233,755	948,097	1,330,617
Total	663,158	70,832	1,644,910	5,215,160	7,594,060

Australian SME market opportunity

	Australian Businesses	Telsyte anticipated % uptake	BIG Opportunity
Food & Hospitality	58,473	42%	24,558
Health and Beauty	71,058	40%	28,423
Trade/Construction	132,674	40%	53,069
Retail	77,786	35%	27,225
Professional services	184,902	29%	53,621
Other (qualified)	132,265	17%	22,485
Total	663,158		

SME Clients & Sales Pipeline





Australian SME market opportunity

“Low-Hanging Fruit”

Food and Hospitality
Health and Beauty
Retail



Combined Opportunity 207,317
merchants in Australia alone

10,000 merchants as part of BIG's member base
Representing:

BIG's current
market share of
addressable
market is

5%

Over 10,000
members
achieved
over
12 months

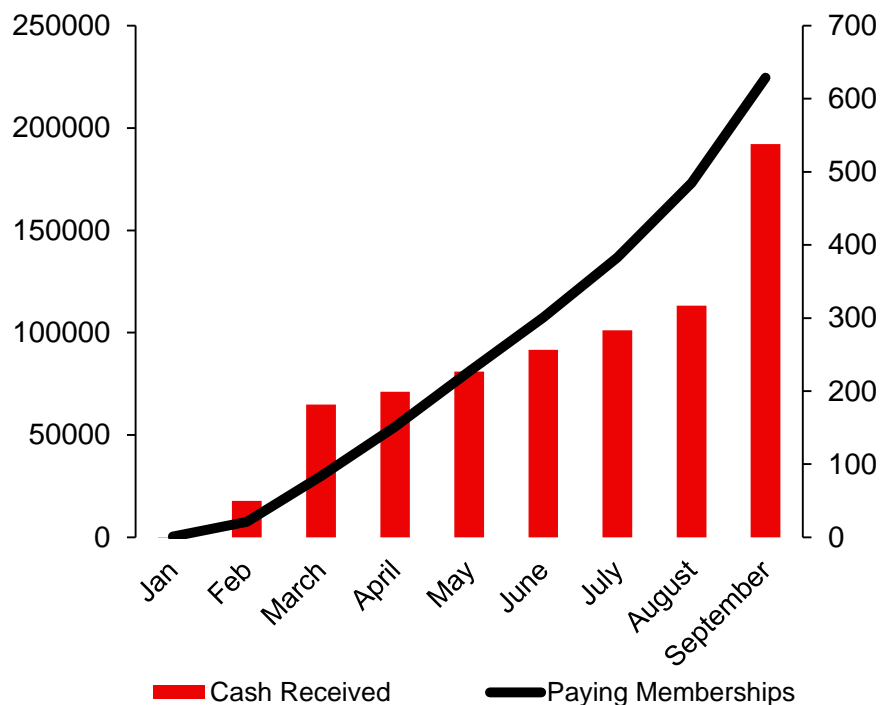
Currently
growing at
400 new
merchants
per week

At current growth
rate BIG's market
share of addressable
market is over

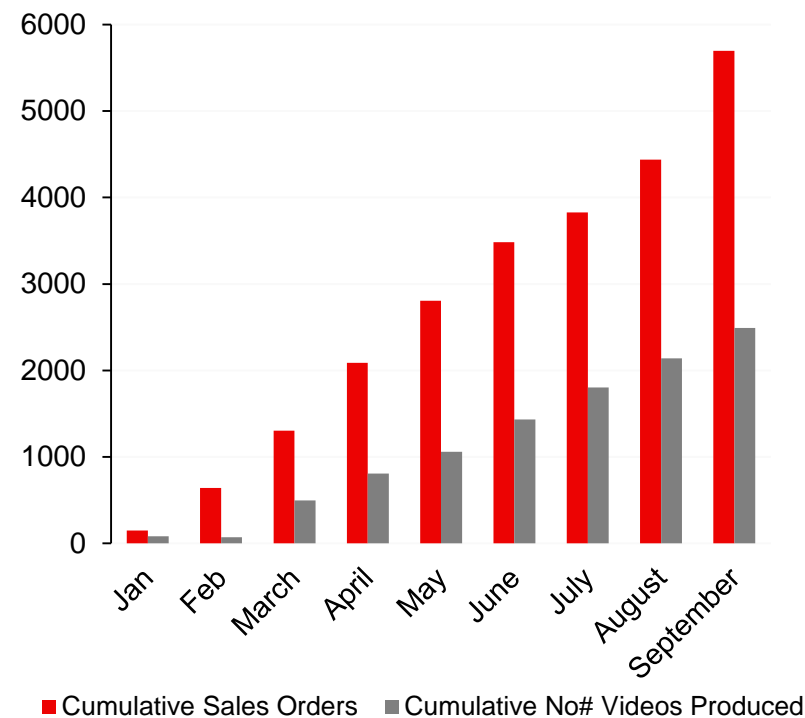
10%

Traction to September 2015

Revenues vs. Paying Memberships

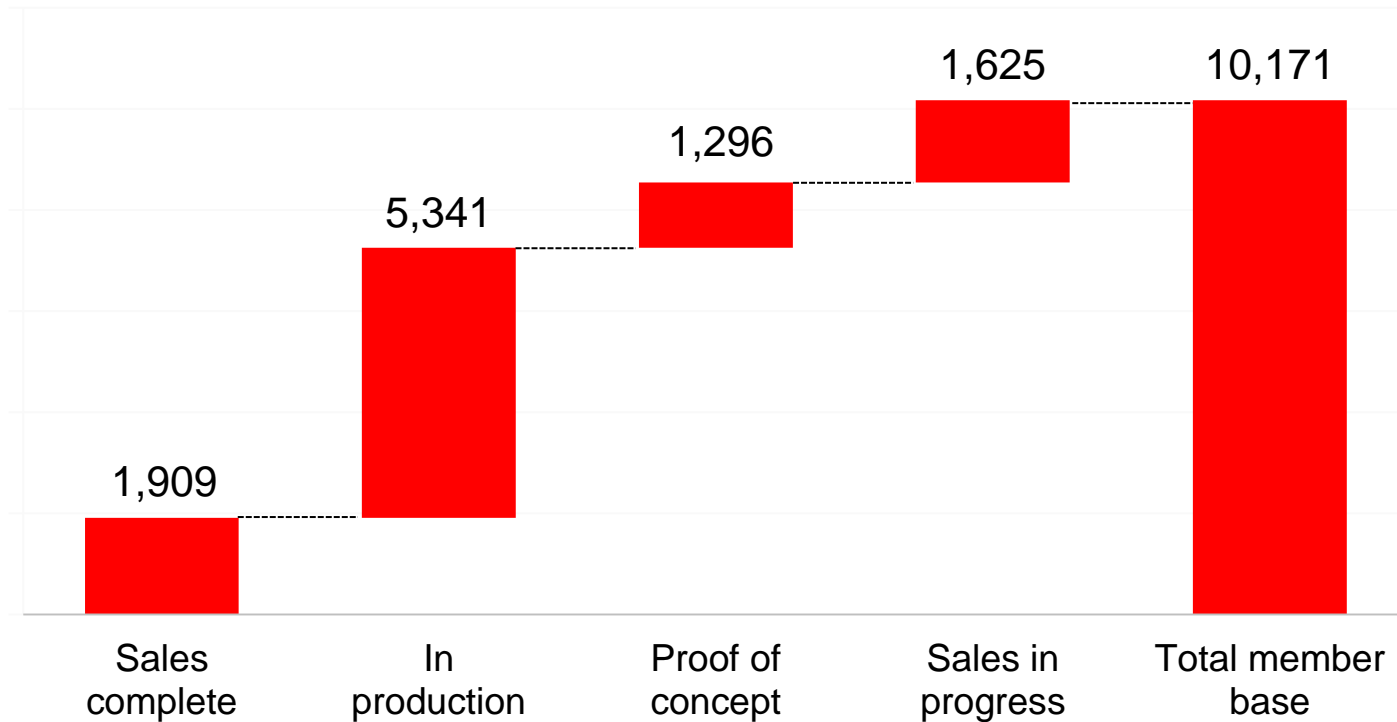


Sales Orders vs. Videos Produced in 2015



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

Breakdown of Member Base



Focused Growth Strategy

1	Channel Partnerships	CDM partnership and other sales initiatives to provide sales and marketing capabilities and rapidly accelerate BIG's expansion into the SME Market
2	Production Capacity	Rapidly expanding number of production teams to meet accelerating demand
3	Acquisitions	Strategic and complementary acquisitions to expand operations and international footprint
4	International expansion	Operations recently established in U.S.A, U.K, Singapore, Hong Kong & New Zealand

Commercial agreement with CDM Direct Communication (CDM), a leading Australian and New Zealand independent contact centre

- Secure, KPI based agreement
- **Increase sales and marketing capacity** to rapidly expand operations
- **Added capacity enables BRTV to scale** as the company aggressively targets the SME market in Australia and overseas
- Agreement is anticipated to **significantly increase customer acquisition**
- Potential to substantially **reduce Big Un Limited's cost base**, as CDM share the cost of acquisition for customer growth
- CDMs operation offers BRTV **unlimited sales team growth capacity**

Sales and Production Capacity

By March 2016 CDM will grow the current BRTV sales team from 15 to a 100 strong sales team operating on a cost per acquisition basis

	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

B2C

THE OFFER: a visually entertaining, interactive online video community 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	\$1,649

Executive Team



Richard Evertz
Chief Executive Officer

Experienced entrepreneur within the finance, property and telecoms 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
Chief Operating Officer

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

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

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 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.



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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