

LANDMARK SPONSHORSHIP AGREEMENT WITH LEADING AUSTRALIAN FINANCE PROVIDER

- Big UnLimited business activates the first of its additional revenue streams and signs first member sponsorship agreement with First Class Capital, a leading Australian finance provider ("FCC") to the SME market
- Agreement expected to generate over \$300,000 up to the March 2016 quarter, from initial sponsorship and advertising initiatives, with potential for further monetisation opportunities
- Select Australian BRTV members to be offered First Class Capital sponsorship
- Pre-roll branding to be incorporated into Big Review TV video content
- Strong pipeline of further revenue opportunities expected to be announced in the coming months

Big UnLimited (ASX:BIG, 'BRTV' or 'the Company') is pleased to announce a sponsorship agreement with First Class Capital (FCC) The agreement has been specially tailored to meet the potential needs of Big Review TV's 13000 + SME membership base.

First Class Capital provides specialist finance for small retail businesses. The sponsorship agreement initially targets Australian SME's with the potential to expand as Big UnLimited's membership base grows overseas. The company will initially offer FCC sponsorship opportunities to existing Big Review TV members.

Selected BRTV members will be offered sponsorship in return for agreeing to First Class Capital including their pre-roll sponsorship branding within the members video content. The sponsorship agreement allows First Class Capital to access their SME target audience effectively and provides Big UnLimited with advertising/sponsorship revenue.



"Big Review TV is totally committed to bringing value to our growing membership base and we are delighted to announce this sponsorship agreement. Sponsorship via First Class Capital brings value to both our members and to Big Review TV as a partner. It's the first of what we anticipate to be many sponsorship agreements with third parties. Revenue from video production is the first pillar of our business model and has been our focus for the first three quarters of this year and grown exponentially. We are now in the process of introducing additional SME digital product offerings to this pillar. Further, as we're achieving critical mass with our volume of rich video content, we are activating revenue streams in the second pillar of our business model and are set to monetize our growing bank of video assets through select advertising and sponsorship opportunities. We intend to activate pillar three revenue streams during the second half of 2016. Our business model has many exciting revenue streams to continue our strong growth into 2016 and beyond " say's founder Brandon Evertz



The BRTV Business and Revenue Model

Three pillars build an interactive video community

Video
Production



Pillar 1

Generating revenue and
scaling internationally
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

First Class Capital is a technology focused non-bank provider of cash flow solutions to small business. Like BIG, First Class Capital is an innovative company servicing the SME market and recently launched a new finance product "Retail Merchant Advance "designed specifically to assist small businesses manage their cash flow.

Brad Prout CEO of First Class Capital, commented, "Big Review TV have the attentive ear of small businesses through their unique video offering. Our sponsorship agreement with BRTV members allows us to support small businesses whilst simultaneously promoting our finance products. We have finance solutions perfectly suited to retail businesses, and FCC are extremely excited by this partnership agreement with BIG"

The agreement with First Class Capital facilitates further monetization of Big Review TV's current 13000+ membership base including non-paying members who are currently in the pipeline. The sponsorship agreement is conservatively estimated to generate additional revenue for the Company of over \$300,000 up to the end March Q 2016



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For media

Fran Foo, Director

Media & Capital Partners

p: +61 416 302 719

e: fran.foo@mcpartners.com.au

Investor Enquiries

Richard Evertz CEO

p: +61 421 970 367

e: richard@bigreviewtv.com

Sonia Thurston Exec Director

p: +61 (0) 434 937 764

e: sonia@bigreviewtv.com

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.

