

BIG SIGNS FURTHER SPONSORSHIP AGREEMENT WITH AUSTRALIAN FASHION BRAND

- Australian fashion brand, Mojo Downunder has entered into a sponsorship agreement with Big Review TV Ltd (BRTV)
- Sponsorship agreement will provide Mojo Downunder with pre-roll advertising slots in selected Big Review TV video content featuring luxury or fashion brands.
- Sponsorship agreement represents the first foray by an advertiser into Big Review TV retail fashion sector content
- Activation of further revenue from advertising opportunities in vertical markets

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce a sponsorship agreement with Mojo Downunder. The agreement with Mojo Downunder includes pre-roll advertising and integration of sponsored BIG content in social media.

Mojo Downunder Ltd is an Australian company founded in 2003 producing luxury fashion items aimed at a global menswear market.

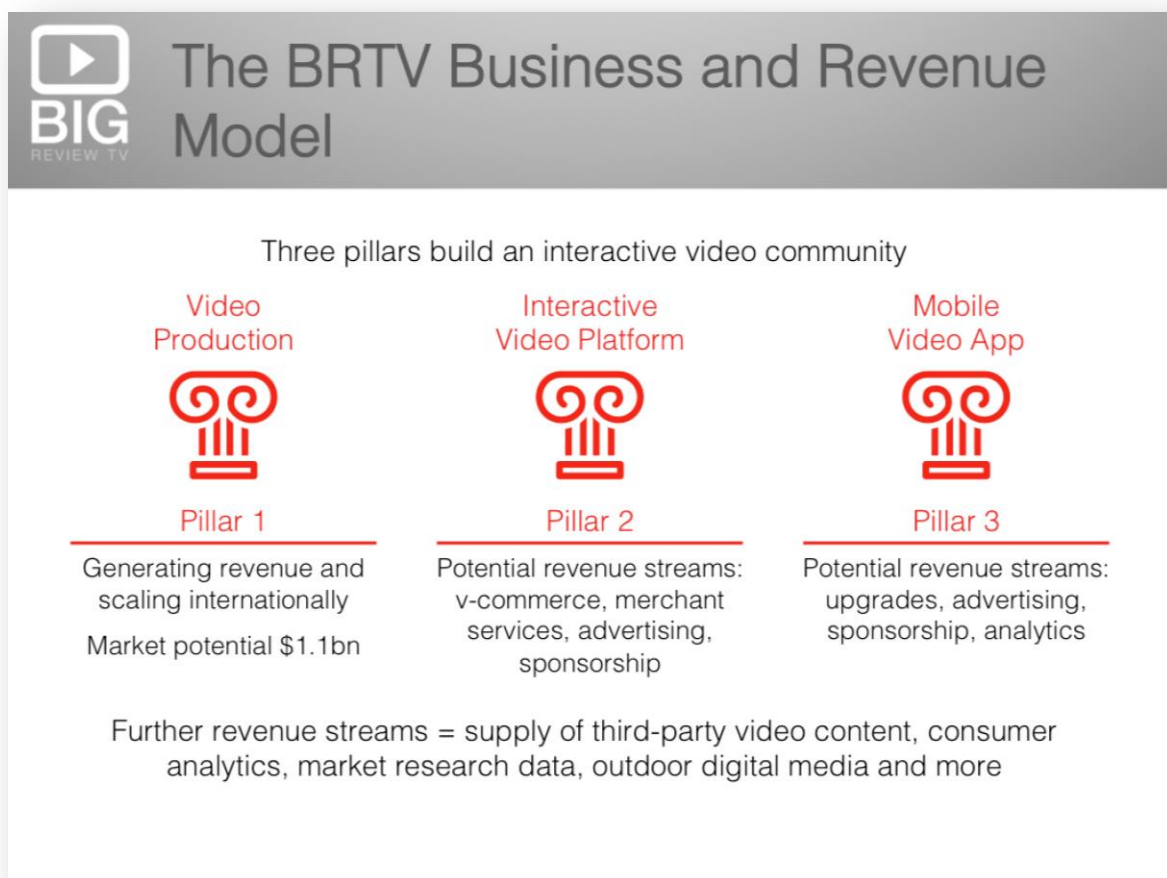


Brandon Evertz, Executive Director, Big Unlimited commented:

"We recently announced the Company's first sponsorship agreement with First Class Capital which provides BIG with sponsorship revenue income from the retail finance sector. The Mojo Downunder agreement is BIG's first sponsorship in the retail fashion arena. I'm extremely excited by the advertising revenue opportunities inherent in pillar two of our business model when exploring vertical markets. Mojo Downunder are a luxury Australian brand and we're keen to demonstrate how BIG's style of video content can positively influence brand perception amongst young shoppers. Brands not only need online video content nowadays, they need to be able to interact and engage with customers. I believe our unique and disruptive video ecosystem will allow Mojo Downunder to do this"

Mojo Downunder Founder Adam Rakowski, commented:

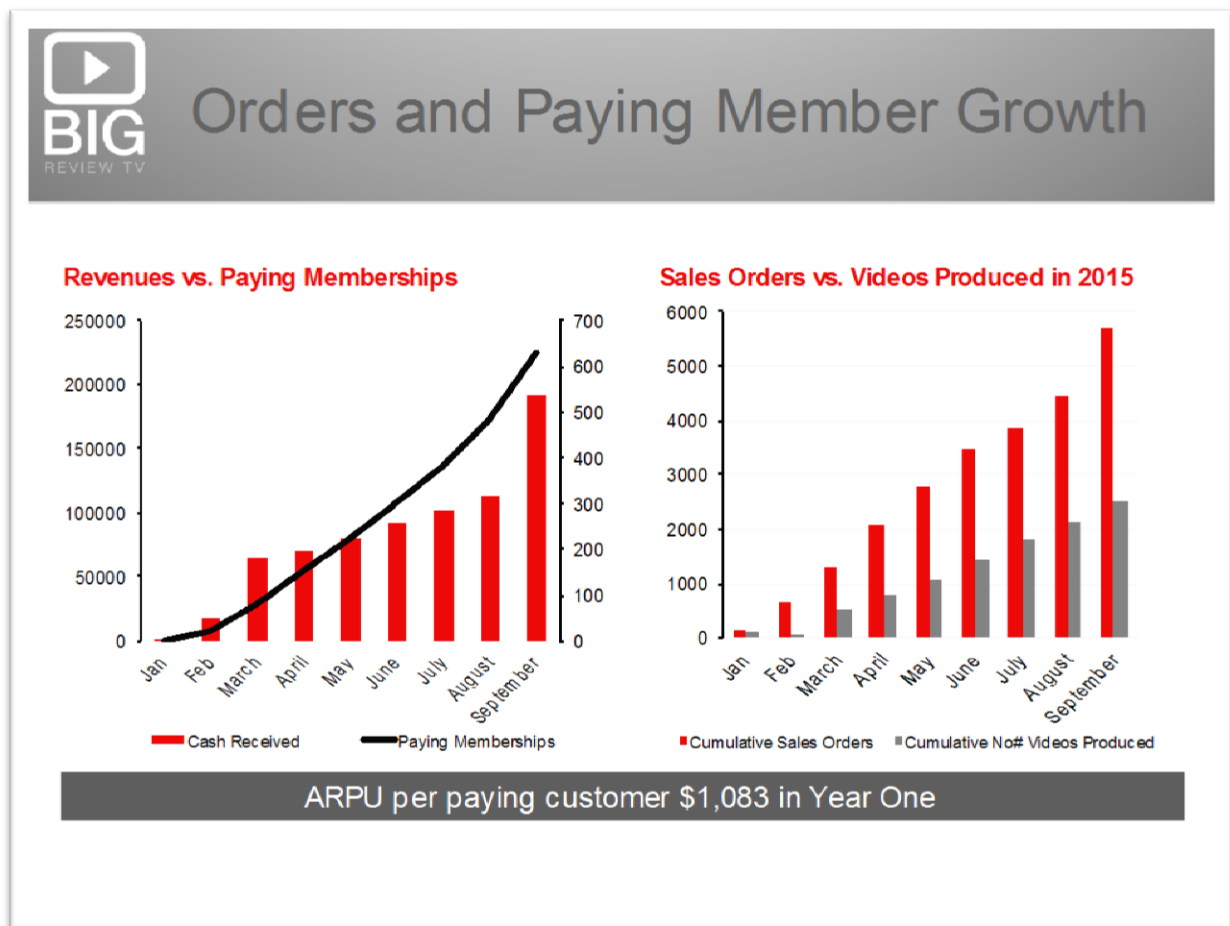
"Video marketing content is an essential element for every business. Our sponsorship agreement with Big Review TV aligns us cost effectively with a young, trendy and dynamic global audience who are traditionally expensive to engage with. We're looking forward to working with BIG on the launch of our new clothing designs for 2016 "



Big Unlimited Revenue Generation

Pillar One – Video Production

Revenue generation from B2B video production is a fundamental revenue stream generated through sale of video content to small and medium enterprise (SME's) and accompanying SME membership of bigreviewtv.com. Revenue is generated by one-off deposits of \$399 for video content, full membership video amounts and trail income from monthly video memberships/subscription. Details of SME membership/subscription prices can be found on the membership section of bigreviewtv.com Growth in sales revenue has grown at over 50% quarter on quarter during calendar year 2015.



Big Review TV currently has over 13,000 SME members at varying levels of membership. Strong growth in this area is expected to continue and is currently being driven by telemarketing activity. Pillar One offers further revenue opportunities through the licencing of BIG's sales distribution systems to international marketing companies. Revenue of \$500,000 was recently reported by the Company on 02/12/15 from a sales distribution licence sold to DNA Behaviour International Resources for sales operations in the Manhattan and Brooklyn areas of New York, USA. The Company is currently negotiating other licences in key overseas markets.

Independent research conducted by Telsyte across 4 key geographic markets identifies over 7.5m SME businesses that would consider the use of video promotional content, and values the market opportunity for Big Review TV video product at \$1.1bn revenue.

Further pillar one revenue opportunities exist from the sale of BIG digital video assets to media companies.



Identified Addressable Market Opportunity Pillar 1

	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

Pillar Two – Interactive Video Review Platform

Revenue generation from Pillar Two commenced with First Class Capital sponsorship of video content announced by the Company on 8/12/15 and is supplemented by this announcement relating to Mojo Downunder. Video content owned and produced by BIG is loaded and hosted on bigreviewtv.com. The platform currently hosts over 10,000 Big Review TV videos and features a unique business video search function (patents pending) As video content reaches critical mass and the platform is actively marketed globally to consumers, consumer traffic and views will increase allowing BIG to leverage significant digital marketing opportunities. Pillar Two revenue opportunities include further sponsorship agreements with local and global brands and significant digital advertising opportunities in numerous vertical markets (including fashion, retail, tradies, professional services, beauty etc)

Pillar Three – Mobile Video App

The Big mobile video app supplies consumer generated content directly to bigreviewtv.com The app functionality enriches the video platform with user generated content (UGC) incorporates instant social media sharing such as Facebook and YouTube and allows the platform to be interactive. The inclusion of instant UGC video uploads to the platform completes the unique Big Review TV video ecosystem.

Revenue generation opportunities from Pillar Three include monetized app upgrades, in-app advertising, in-app marketing, sponsorship, the provision of user analytics and big data.



ENDS

For media

Lauren Trucksess, Account Manager
Media & Capital Partners
p: +61 497 858 651
e: lauren.trucksess@mcpartners.com.au

Investor Enquiries

Richard Evertz CEO
p: +61 (0) 475 422 416
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.