

## BIG UNLIMITED TO PARTNER WITH GEO-OP AS PART OF GLOBAL EXPANSION STRATEGY

## Highlights

- Strategic agreement signed with leading mobile workforce management software provider GeoOp to offer SMEs Big Review TV products
- Partnership will see GeoOp promote BRTV's services to its client base of over 21,000 tech-savvy users across 35 countries
- Partnership provides further validation of BRTV's offering and ongoing evidence of market demand for video content and solutions
- Enables BRTV to further penetrate the SME market with its unique video production service and interactive video marketing platform

Big UnLimited (ASX:BIG, 'BRTV' or 'the Company') are pleased to announce a partnership agreement leading mobile workforce management software provider GeoOp Pty Ltd (NZX:GEO).

The agreement has been tailored to target GeoOp's 21,000 strong SME client base with BRTV's innovative video marketing product. The BRTV product will provide GeoOp customers with access to online video content solutions to help them drive business through video marketing, which is an increasingly important medium to target consumers.

BIG will initially offer GeoOp's clients with tailored video packages to drive customer acquisition and growth of its paying subscriber members.

GeoOp has grown strongly over the past 12 months and has won several hi-tech and business support awards for its specialist software applications for the remote management of field operations and projects via mobile devices. The publicly listed New Zealand company operates in 35 countries and 44 industry sectors, with an emphasis on construction trades.

"We have been excited about the opportunity presented by the construction market for some time," BIG founder Brandon Evertz says. "Testimonials and demonstrations of successful construction based projects through the video medium is incredibly powerful, and we know there's already substantial demand from the trade. This partnership is the first of many anticipated enterprise partnerships that will facilitate our international growth in vertical markets"

The partnership forms a key part of BRTV's growth strategy to target the global SME market. Following the appointment of Leanne Graham to the advisory board, distribution agreements with synergistic partners, such as GeoOp, will become key to the Company's growth as it further implements its global expansion plan.

GeoOp Chief Revenue Officer Rhonda Robati says her company is committed to providing its clients with the best and most innovative software solutions and field support: "This partnership with BIG provides our clients with digital marketing solutions that are perfectly tailored to their needs."

GeoOp's Board Director, Leanne Graham, joined BIG's advisory board in December 2015 and has been advising the Company on its overseas growth strategy. "The partnership agreement will benefit GeoOp users and give BIG access to an audience who are tech-savvy and looking for innovative technology to support and promote their businesses," Ms Graham says.



"It's a great match and one of many that we're expecting to facilitate in the coming months as we implement BIG's growth strategy. BIG is changing the way the world does video."

Brandon Evertz, Executive Director of BIG Un Limited agrees that BIG and GeoOp are ideal partners. "After discussions with Leanne Graham, we're convinced that our partnership with GeoOp will complement and enhance the excellent hi-tech GeoOp user experience by including the option of video content," he says.

### ***ENDS***

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### **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.

