



BIG Un Limited
Level 20, 1 Market Street
Sydney NSW 2000
Phone: 02 9264 1111

13 May 2016

Dear Option Holder,

On 10 May 2016, Big Un Limited (ASX:BIG or the **Company**) announced a non-renounceable pro rata entitlement offer to raise up to approximately \$2.64 million before issue costs. The offer entitles eligible shareholders to subscribe for 1 new share for every 4 existing shares held at 5.00pm (AEST) on 19 May 2015 (**Record Date**) at an issue price of \$0.12 per new share, together with one free attaching option for every two new shares subscribed for (with an exercise price of \$0.25 and term of 18 months) (**Offer**).

Net proceeds from the Offer will be used primarily to accelerate BIG's global marketing roll out and for a major enhancement of the Company's interactive video platform, improving the user experience and adding further capabilities.

The Offer will be made under a prospectus to be lodged with ASIC on or around 16 May 2016. The prospectus will be available on the ASX website and the Company's website. The prospectus and personalised entitlement and acceptance form will be dispatched to eligible shareholders shortly after the Record Date.

The purpose of this letter is to give you notice that if you wish to participate in the Offer with respect to your options, you must exercise your options before the Record Date. Accordingly, you will need to exercise the portion of your options for which you wish to participate and pay the exercise price for them so that those shares are issued to you prior to the Record Date. Please contact our share registry or the Company should you wish to exercise your options.

If you do not wish to exercise your options you do not need to take any action. If you choose to participate in the Offer by exercising some or all of your options prior to the Record Date, you will be sent a prospectus and personalised entitlement and acceptance form.

Before deciding whether to exercise all or any of your options, you should consider the terms of the Offer carefully and consult with your professional adviser if necessary. Should you have any queries in relation to this letter, please do not hesitate to contact the Company Secretary on +61 2 9264 1111 or our share registry on +61 8 9389 8033.

Yours faithfully,

A handwritten signature in black ink that reads "Elissa Lippiatt" followed by a horizontal flourish.

Elissa Lippiatt
Company Secretary

