

FINANCIAL STRATEGIST AND LEADING US TECH ENTREPRENEUR APPOINTED CHAIRMAN

- BIG Review TV appoints Mr Hugh Massie as Independent Non-Executive Chairman, substantially strengthening the Company's leadership team and corporate expertise
- An experienced US technology entrepreneur and consultant to global corporations, Mr Massie brings over three decades of experience in corporate advisory services, corporate governance and the technology sector
- Mr Massie's global network is expected to accelerate the Company's global expansion strategy as it enters new markets in the coming months
- Appointment is further validation of the Company's business model and increasing profile overseas and follows cash break-even position achieved in March 2016
- Appointment forms part of the Company's Corporate Governance Declaration to expand its access to Independent Directors as the nature of its operations grows

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce that leading US technology entrepreneur and behavioural finance strategist, Mr Hugh Massie has been appointed as Independent Non-Executive Chairman of the Company, effective 16 May 2016.

As Non-Executive Independent Chairman, Mr Massie's extensive commercial and corporate expertise will substantially strengthen BIG's leadership team and builds on the Company's Corporate Governance Declaration to expand its access to Independent Directors as the nature of its operations grows. The Company's Corporate Governance Statement can be viewed in the Annual Report (released 29 October 2015).

Mr Massie is an experienced business leader, technology entrepreneur and behavioural finance strategist and brings a wealth of consulting, corporate governance practice and financial strategy skills having spent over three decades consulting to large corporates, including a ten year tenure as a chartered accountant with a leading global accountancy firm.

He also brings in-depth SaaS (Software as a Service) expertise and currently holds the position of CEO at DNA Behavior International, a leading people analytics SaaS company serving over 2,500 multi-national corporations, Fortune 500 companies, banks and privately held businesses across a wide range of industries in over 123 countries.

As an experienced entrepreneur, Mr Massie pioneered the development of Financial DNA (a product line owned by DNA Behavior International), the world's first behavioral Fintech platform, providing validated financial personality insights based on extensive behavioral finance research.

Utilising his global network and expertise, Mr Massie will have a specific focus on accelerating BIG's global growth strategy. With a view to bringing multiple new opportunities for international collaboration he will build on the Company's existing 2015 partnership with DNA Behavior International, whereby DNA Behavior International became a licensee of BIG's member base in New York City.

As a serial investor over the last 20 years, Mr Massie is a strong supporter of technology start-ups providing seed and expansion capital. In addition, he is a recognised international consultant on behavioural finance, consumer buying patterns, organisational development and business strategy, and regularly presents at many industry events around the world. He is also the President of the Atlanta Board of Entrepreneur's Organisation, a worldwide forum for over 11,900 successful business founders and serves on its global finance committee.

Mr Massie is a chartered accountant and the best selling author of "Financial DNA - Discover Your Unique Financial Personality for a Quality Life", and a range of other books on the applications of human behavior to wealth creation, marketing, human capital management and business.

Mr Massie's appointment follows the significant achievement of cash break-even for the Company, delivered in March 2016 ahead of management expectations and provides further strong validation of its business model and increasing profile overseas.

Brandon Evertz, Founder and Executive Director, Big Un Limited commented:

"To have Mr Massie join the BIG leadership team is strong validation of the Company's commercial model and the increasing profile we have in international markets. Mr Massie's financial expertise, profile and network in the global market will be highly valuable to our Company and we will look to leverage his experience to help further accelerate our global expansion strategy. We also welcome his corporate governance expertise as we look to build our access to Independent Directors as our operations continue to grow."

Mr Hugh Massie, Independent Non-Executive Chairman commented:

"Following the licensing partnership formed between Big Review TV and DNA International Behavior at the end of last year, I have been extremely impressed with the quality and depth of the Company's offering and management's execution capability. I look forward to working with them in my capacity as Independent Non-Executive Chairman. This is a Company with a huge global opportunity and I believe it has the right team and expertise in place to capitalise on this."

Directorship Changes

The board would like to thank Mr Andrew Corner for his role as Chairman to date. Mr Corner has stepped down from his role as a director of BIG UnLimited, however remains in his position as Chief Financial Officer.

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For more information

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About Big Unlimited (ASX:BIG)

BIG is the parent company of Big Review TV (BRTV), which is the world's first video review platform providing online video reviews. Big Review TV's B2B service provides on-site, low-cost video production and online marketing services to small and medium-sized enterprises. BRTV are innovative disruptors in the video space and are in the process of building a SaaS 'go to market' global digital strategy. BRTV has built a pipeline of over 15,000 customers and has operations across Australia and in New Zealand, the United Kingdom and the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.