



International Limited ACN 110 184 355

Corporate Head Office
Ground Floor, 22 Delhi Street
West Perth 6005
Western Australia 6160
ASX Code: TV2

ASX ANNOUNCEMENT

2nd September 2016

CONTRACT FOR OTT INTERACTIVE MANAGED SERVICE ACROSS AFRICA

Toomai Africa OTT Managed Service Contract

TV2U International Limited (“TV2U”, “the Company”) is pleased to announce today that telecoms provider NPBB GROUP, LLC through its subsidiary Toomai Broadcasting Telecommunications Corporation Ltd (Toomai) has selected TV2U to provide its OTT service. Toomai is a new business with NPBB GROUP developing this business over the last 2 years.

This service provision will be for a bespoke white labelled cloud-based interactive OTT/IP managed services as its provider for the delivery of international and regional linear, on-demand, and Karaoke content.

TV2U will deliver the ultimate personalized interactive entertainment viewer experience through real-time viewership and social media analytics.

The analytics provided by TV2U’s integrated platform will give NPBB GROUP, LLC via its subsidiary Toomai, detailed insights about its customers, providing an overview of their demographics and location as well as their viewing habits including what content they are consuming, when, where and over what device. By the analysis of data, the partnership can turn data into insight, insight into intelligence, intelligence into action and actions into results, maintaining viewer engagement from the recommendation of content and entertainment to highly personalized targeted advertising.

TV2U has reached and agreed commercial terms with Toomai, for the engineering and launch of this service which includes;

- Upfront CAPEX payment in excess of \$1,000,000 for the head-end expansion at TV2U’s head end at NTT Japan’s data centre in KL Malaysia
- Managed service fee based each active subscriber per month with a minimum guaranteed number of subscribers
- Cost of Content provisioning and delivery
- Revenue share on karaoke and advertising

Toomai has an aggressive target to reach 500,000 subscribers over 12 months.

The OTT/IP service will be delivered to multiple regions in Africa and the Indian Ocean, backing up Toomai’s existing commercial contracts that were signed by the Company in 2016 financial year ended June 30. TV2U anticipates that

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it will start implementing design application and content aggregation on payment in late September 2016, with anticipated commercial launch in late December/early January 2017 period.

Mr. Prosper Nyetam, NPBB's Chairman of the Executive Board and Operating Manager stated "TV2U's cloud technology and business ingenuity provides NPBB Group LLC via its subsidiary Toomai with the flexibility needed to support our B2B and B2C initiative to deploy a range of OTT interactive services throughout the region. We also see this as a unique opportunity to take African produced content for distribution via TV2U's hub to a global audience so the world can experience our rich culture. As the regions fiber-optic connectivity roll-out pushes up internet speeds at reasonable household prices coupled with the expansion of the 3G/4G network, we see a bright future for OTT and other internet services."

Newly appointed TV2U SVP Global Sales Dr. Samy Keghida stated, "We're very proud to be chosen for this project with NPBB GROUP, LLC via its subsidiary Toomai. This company is a perfect example of a forward thinking service provider that is looking beyond the normal OTT offering to provide its customers with a more personalized and compelling service. Broadcasters need to step outside the box when competing with pure play OTT providers like Hulu, etc and deliver a service that consumers derive a real benefit from. This can be derived in many ways including special offers from businesses in their area or adverts for products or recommendations for content that ties into their own personal preferences."

TV2U officially welcomes Dr Keghida who has and will provide the Company with numerous sales opportunities in the near future from his previous experience in the industry and especially from his experience as the Managing Director of Red Bee Media (ex BBC Broadcast) now part of Ericsson.

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About TV2U

TV2U is a pioneer of innovative technologies and business concepts, empowering customers to increase profitability by generating global revenue through cost-effective cloud-based interactive OTT/IPTV managed OPEX services, or as a physically deployed solution at the operator's facility. TV2U is able to deliver any content (video, audio and data) over any network (internet, television, radio, satellite broadcasters), to any device (phone, tablet, television, pc, laptop, gaming consoles).

This disruptive technology enables broadcast providers and consumers of all categories (i.e. free to air, cable, online, corporate and individual) to maximise the quality of delivery, regardless of network capacity or device. Using the TV2U approach, prospective operators can enter the market with a radically different OPEX based business case that allows them to mitigate a great deal of operational risk offering a different price point to conventional triple-play service providers.

About NPBB GROUP, LLC (TOOMAI Telecommunications Project)

NPBB GROUP, LLC through its subsidiary TOOMAI BROADCASTING TELECOMMUNICATIONS CORPORATION LTD (TOOMAI) are headquartered in Newark with offices in the US and Switzerland, Mauritius. For its expansion abroad, other subsidiaries and branches will be established in Africa and Europe.

TOOMAI BROADCASTING TELECOMMUNICATIONS CORPORATION LTD (TOOMAI), provider of communication solutions. They make available to their customers a wide choice of solutions, ranging from the basic to the most sophisticated communications systems telephone.

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