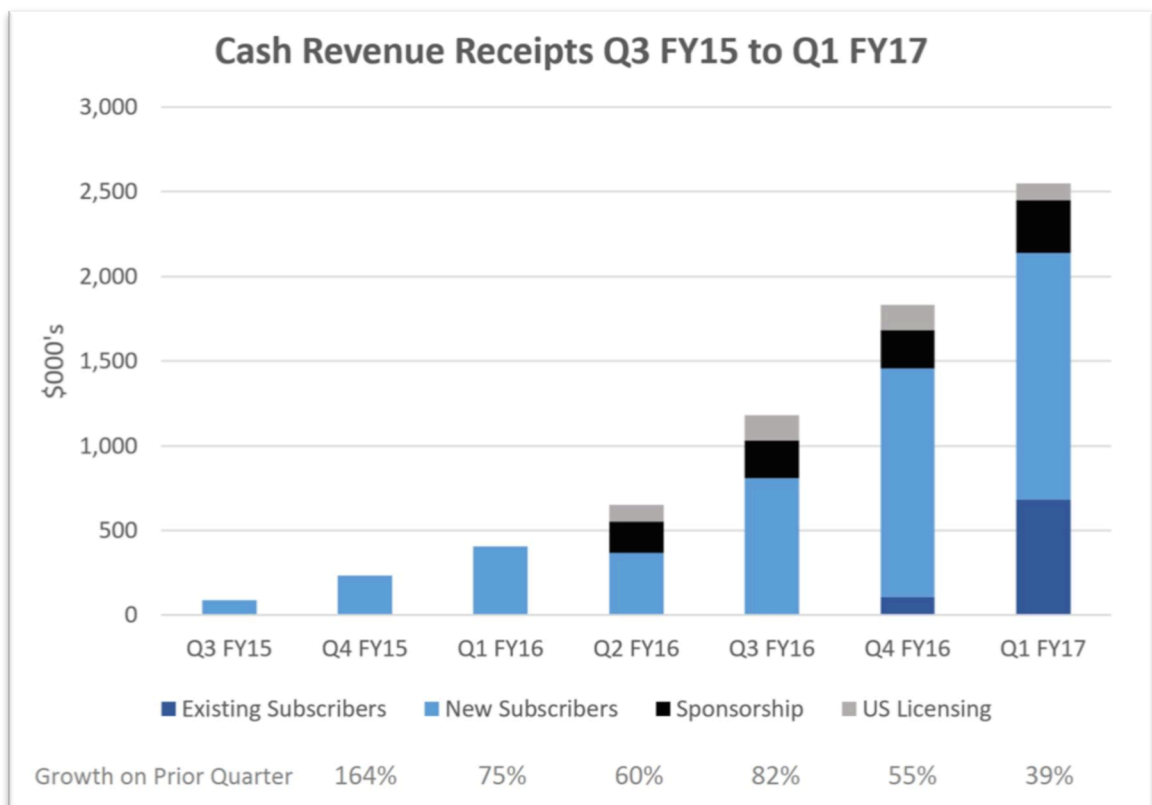




ASX CODE: BIG
20th October 2016

Revenue Update September Quarter 2016 in excess of \$2.55m

Big Un Limited (ASX: BIG or the Company) are pleased to announce that cash revenues for the financial quarter ended Sept 2016 reached \$2.55m, an increase of over 500% on the Sept 2015 quarter and well ahead of the previously reported Sept revenue guidance of \$2.3m. This concludes 7 consecutive quarters of growth at an average of over 50% per quarter and an annualized run rate of over \$10m. Included in the \$2.55m is \$683,000 in cash revenues generated from renewals and up sales to pre-existing subscribers.



Continued Growth

Revenue for Sept quarter reached \$2.55m

Sales of video product reached \$2.55m. This equates to a 39% increase on the previous quarter.

Low Churn and High Renewal Rates

Renewal revenue for the period over \$683,000

Revenue generated from existing customers for the period accounted for 27% of the total cash receipts for the September quarter including larger value video subscription products and renewals. The \$683,000 generated from pre-existing customers compares favorably with the total cash receipts generated from customers in the Sept 2015 quarter of \$407,000 – a more than 68% increase. The Company anticipates a renewal rate of around 80%. At such an early stage in the business model; this highlights the continued demand from existing customers for subscription based video products.

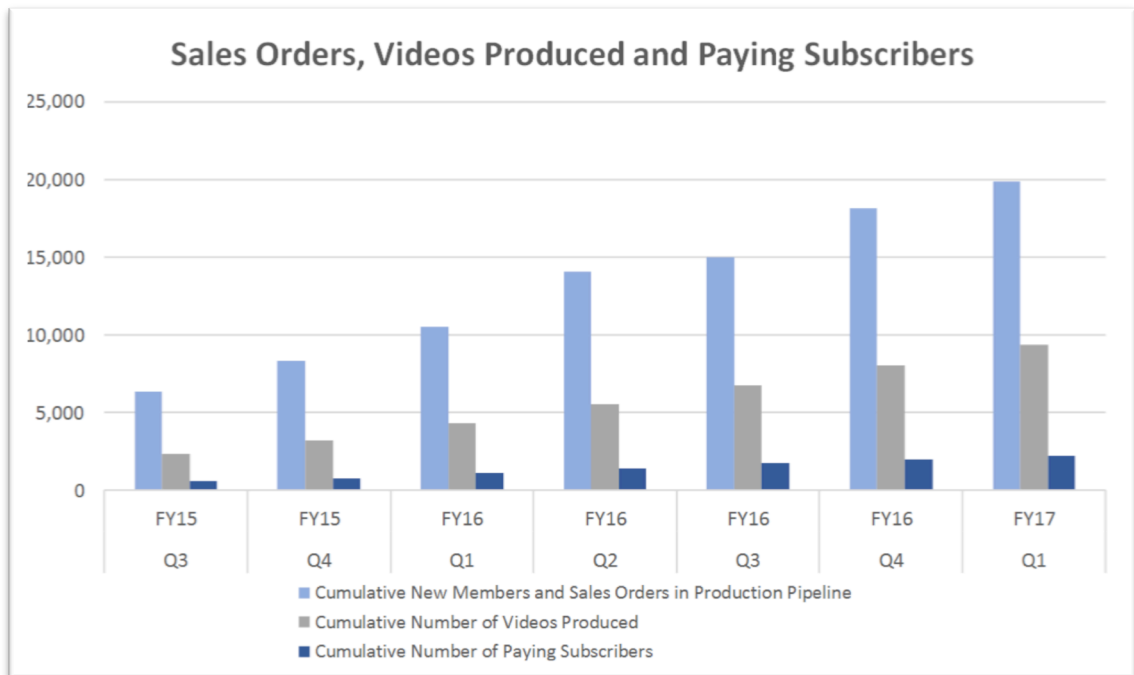
Demand for Subscription Based Products

Significant increase in ARPU

The company continues to show strong growth in the sales pipeline, now approaching 20,000 orders. Through the introduction of higher value annual video subscription products (in excess of \$15,000) since Jan 2016 BIG has experienced a significant increase in ARPU across all paying subscribers:

- ARPU at 31 Dec 2015 \$775 (ex \$399 application fee)
- ARPU at 30 June 2016 \$1304 (ex \$399 application fee)
- ARPU at 30 Sept 2016 \$2603 (ex \$399 application fee)

The volume of paying subscribers now sits at around 2,200 (unaudited)



Sales Process and Conversion Rates

The Company experiences around 30% conversion rates from customers in the sales pipeline into paying subscription after viewing their video content

Remaining 70% of customers currently accept a free video product where their video content is produced and hosted on the BRTV website only, at no charge. The 13,000 customers waiting in line (see chart above) will now receive an auto-generated video. See below cost efficiencies.

Disciplined cost efficiencies and scale

Auto-generated product and productivity efficiencies

The company recently announced cost reduction and efficiencies in productivity via auto-generation of content that costs the company under \$2 per video (see previous ASX announcement 13/10/16) The cost savings made during the month of September and reduced operating costs through auto-generated content delivery are anticipated to settle at an annualised cost base of around \$10m. Combined with robust growth levels, this indicates a strong financial position for December quarter, with all key growth indicators signaling a very positive outlook for FY2016/17.

Brandon Evertz, Executive Director commented, "We are experiencing ongoing revenue growth with extremely healthy levels of renewed contracts and subscribers and a significantly increased ARPU. This represents our 7th quarter of significant growth but more importantly, the early level of renewal revenue and increased ARPU demonstrates the demand for BIG's unique video subscription products and a maturing of our business model, it also lays out a clear pathway to profit in FY16/17."

ENDS

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ABOUT BIG REVIEW TV

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 20,000 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.