



ASX CODE:BIG  
20 APRIL 2016

## MARCH 2016 QUARTERLY UPDATE

### **Strong Quarter of Growth and New Enterprise Strategy to Continue to Drive Expansion**

- Accelerated revenue growth with cash receipts for March 2016 quarter exceeding \$1.18m – up over 80% on the prior quarter and 1,240% on the corresponding March 2015 quarter
- Cash flow positive was achieved for the first time in March 2016, significantly ahead of pre-existing expectations
- Company commenced the quarter with \$2.2m at bank and ended the quarter with \$1.7m
- Content viewership continues to rise, with over 2.9 million views achieved during the three-month period, increasing ability to attract further sponsorship and advertising opportunities
- Pipeline of over 15,000 members set to drive ongoing growth, along with new enterprise partnerships and overseas expansion, as demand for video content increases globally

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') is pleased to provide a review of its activities for the three-month period, ended 31 March 2016.

#### **Corporate**

##### Ongoing Revenue Growth

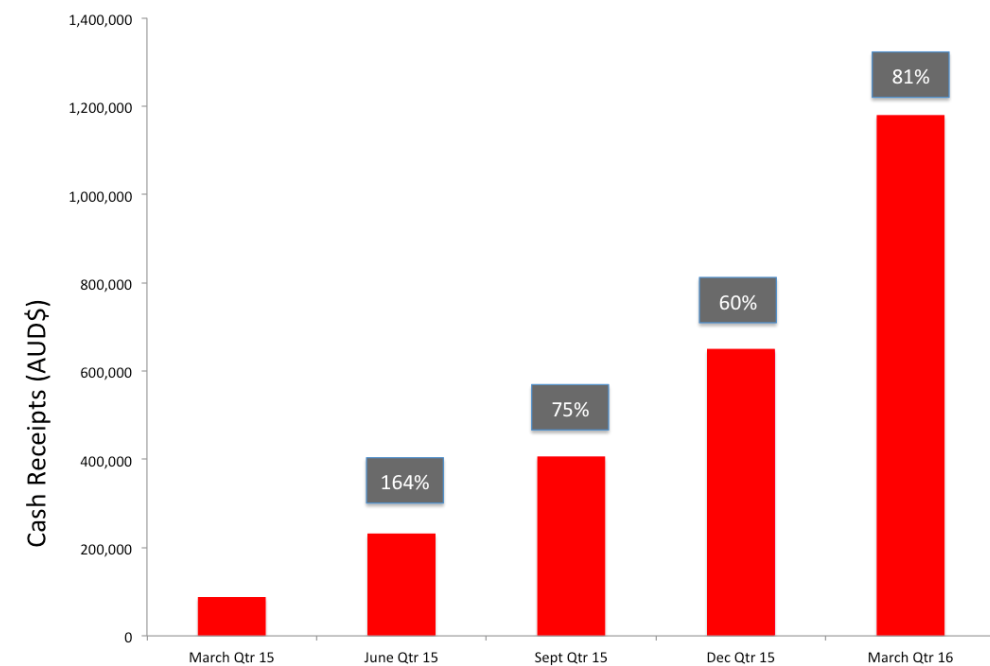
Solid revenue growth continued for the quarter ended 31 March 2016, with cash receipts of \$1.18 million outperforming previous guidance and representing an 80% increase on the prior December 2015 quarter (\$650,405) and a 1,240% increase on the corresponding March 2015 quarter (\$88,000). Revenues were driven by an increase in subscription members acquired through the Company's membership base (currently over 15,000) and newly formed enterprise partnerships, which form a key part of the growth strategy.

##### Cash Position

During the quarter, the Company became cash flow positive in the month of March, ahead of management expectations. This resulted in the Company ending the quarter with \$1.7 million cash at bank.

*"This is an exciting time in the Company's growth trajectory. We are witnessing significant global demand for video content across our vertical markets and as a result, we have developed tailored video products and expanded operations to meet this demand," said Brandon Evertz, Executive Director of BRTV. "Reaching cash flow positive at this point, whilst growing the business is a tremendous achievement, and provides excellent validation and proof of the robust nature of our commercial model and long term investment potential."*

## Quarterly Revenue Growth



## Operational

### Further Advancement Towards Expansion and Commercialisation of Pillar Two of Business Model (Interactive Video Platform)

As a result of customer demand and the Company's new Enterprise strategy, BRTV has further developed Pillar Two of its business model. By building out the services available on the platform BRTV will experience a shift in its payment structure towards a SaaS model where clients pay an ongoing subscription for the duration of the video platform service with BRTV.

This will result in a recurring revenue stream for BRTV and place a greater emphasis on Pillar Two of the business model (commercialising the Big Review TV video platform and its capabilities through licensing, sponsorship and v-commerce opportunities).

### Enterprise Strategy and Partnerships

BRTV's Enterprise Strategy was developed in partnership with newly appointed advisory board member, Ms Leanne Graham, former Xero executive and tech entrepreneur, and seeks out synergistic channel partnerships with leading providers of services to the SME market.

*Leanne Graham commented: "Our Enterprise growth strategy is well underway and in the next 6 months BRTV will bring businesses and consumer communities closer together in both the SME and enterprise space via vertical channel partnerships and world-class disruptive innovation."*

The cementing of SaaS-based Enterprise partnerships commenced through an agreement with GeoOp, a leading workforce management software provider. As part of the agreement, GeoOp will



promote BRTV's services to its client base of over 21,000 tech-savvy users across 35 countries. BRTV will initially offer GeoOp's clients tailored video packages to drive customer acquisition and growth of its paying subscriber members.

#### Overseas Expansion

In line with the Company's global "go to market strategy" already established across Australia, New Zealand, the UK, the USA, Hong Kong and Singapore, BRTV commenced operations in Vancouver, Canada during March 2016.

In response to high demand in Canada for BRTV's service, the Company has deployed operational and sales staff and are already realising early revenue. The Canadian market will be offered access to low cost, high quality video content for as little as CAD\$399 with the additional option to become a paying subscriber to license the content.

#### Growth of Video Content and Views

BRTV's video content performance exceeded company expectations for the quarter, achieving over 2.9 million unique views over the three-month period. The views show a steady increase from over 870,000 in January to over 1 million views in February and reaching 1.1 million in March.

During the quarter, the Company also grew the number of videos it hosts on the platform to over 15,000, each exclusively filmed and produced by BRTV. As the Company grows its hosted content, viewership numbers are expected to increase in parallel. The Company anticipates achieving a minimum of 12 million views by the end of the 2016 calendar year, making BRTV an increasingly attractive option for sponsorship and advertising opportunities.

### **Outlook**

Over the coming quarter, the Company expects to drive its paying member subscriptions through its newly launched Enterprise strategy and grow its recurring revenues through the implementation of its SaaS model across its Platform.

As viewership grows the Company is confident in its ability to attract new sponsorship and advertising opportunities, continuing to grow Pillar Two of its business model, which is expected to contribute substantially to the growth in revenues throughout 2016 and beyond.

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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 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.