



International Limited ACN 110 184 355

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

ASX ANNOUNCEMENT

27 October 2016

TV2U SIGNS AGREEMENT WITH NETHERLANDS BASED HEALTH AND FITNESS COMPANY BODY WORKS INTERNATIONAL

Highlights

- **TV2U signs Heads of Agreement (HOA) with Netherlands based health and fitness company Body Works International BV to launch the Company's first health and wellbeing OTT content initiative using TV2U's intelligent Video Accessible Network (iVAN).**
- **This new, unique offering gives subscribers access to a large selection of complete body workouts and fitness on-demand content from world renowned U.S. TV personality Gilad Janklowicz.**
- **TV2U will provide an e-commerce platform for the purchasing of over 1,500 health and fitness products.**
- **Body Works TV will be deployed from TV2U's head-end located at NTT Japan's datacenter in KL Malaysia with access to over 160 countries, first launch will be Europe before going global deployment.**
- **Revenue will be generated from a monthly subscription fee, pay-per-view, e-commerce and advertising.**

This new, unique offering gives subscribers access to a large selection of complete body workout and fitness videos including an e-commerce platform for the purchasing of health and fitness products via the new Body Works app called Body Works TV. The content will be available in Europe and then extended across the Middle East, Asia and the U.S. Body Works is also offering a free, 7-day trial of the app that will include roughly 40 health and fitness on-demand videos before any subscription is necessary, giving access to over 300 workouts from world renowned U.S. TV personality Gilad Janklowicz. In the future, on-demand content will be expanded to include health and beauty content.

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Body Works International BV is a supplier of more than 1,500 sports products, fitness products, fitness equipment, aerobics products and health products to consumers and businesses.

Powering Body Works' new content and e-commerce is TV2U's powerful iVAN platform, which is a white label OTT/IPTV delivery service that unifies the delivery of content straight to the playout device. iVAN makes it possible for organisations to quickly and efficiently launch and deliver cost-effective OTT video services while staying on budget. Device and network-agnostic, iVAN enables content to be delivered anywhere, in any format, to any device across any network in a cost-effective way with minimal latency issues. With iVAN, users get a full spectrum content streaming and data analytics tool that taps into new revenue streams for online entertainment. For consumers, this means more content available on more devices, and for broadcasters and content providers it means improved commerciality and better analytics.

"We're excited to be working with TV2U to stream our new health and fitness content. This partnership allows us to harness TV2U's agile and forward-thinking iVAN platform along with the company's deep knowledge in OTT so we can monetize our business more effectively, promote health and fitness, and ultimately increase customer satisfaction," commented Sidney Cosman, CEO Body Works.

"The partnership with Body Works represents the on-going growth and multi-platform reach of iVAN and is an important milestone in TV2U's global expansion," said Pete Cunningham, COO at TV2U. "We're delighted to have partnered with such a well-established and globally recognised brand like Body Works International BV and we look forward to delivering on similar partnerships in the near term."

About Body Works International BV:

Founded in 1986, Body Works International BV, an innovative health and fitness company, was established to manufacture and sell all kinds of products "for and about a healthy life." Winner of several awards and recognitions, The Body Works Team is a well-organised group of passionate people with a good sense of healthy living. Body Works encourages everyone to "use less (white) sugars, check E-numbers and eat healthy." Body Works manufactures products and is licensee of Airganix.eu, blenderbottles.nl, dynaband.nl and many more products and services.

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3. ABOUT TV2U

TV2U is a global complete entertainment platform that enables businesses, such as telecommunications companies, to quickly and easily offer streaming content to their customers. The service includes movies, television programs, karaoke content and games through an encrypted channel for enhanced copyright protection. TV2U also offers unique real-time viewership analytics to enable businesses to send highly targeted advertising to end-users to maximise their revenue streams. TV2U is changing the face of online entertainment and advertising.

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