



ASX CODE: BIG  
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## BIG UNLIMITED FY 2016 RESULTS

- **Robust sales revenue growth** of 257%, reaching \$2.36 million for the FY 2016 period (\$0.66 million FY 2015)
- Sales revenue predominantly driven by **strong member base growth (125%)** the result of successful sales initiatives and new subscription packages
- **Strong funding position and operational cash flow performance**, with \$3.8 million in cash as at 30 June 2016 and \$4.07 million in cash receipts from customers, a 466% increase on FY 2015
- **Cash flow performance** resulted in Australian operations achieving cash flow positive for March 2016 and in the final quarter (excluding corporate costs)
- **Net loss before income tax** for the period totaled \$7.8 million, attributable to increased expenses associated with investment in personnel, training, platform enhancement and infrastructure implementation for further overseas expansion and land grab
- **Well positioned** to continue to progress growth initiatives, domestically and overseas, and customer growth expected to accelerate upon launch of enhanced platform in the December quarter
- **Enhanced platform expected to increase recurring revenue streams through subscriptions** by providing customers a platform for online management of video marketing and social publishing capabilities
- **Sales pipeline continues to grow** with over 18,000 members, an increase of 125% during the 12 month period

Big Un Limited (ASX: BIG, 'BRTV' or 'the Company') has today released its full year results for the year ended 30 June 2016 and is pleased to provide a review of its performance for the period.

### Financial Overview

During FY 2016, the Company reported robust sales revenue growth of 257%, reaching \$2.36 million (FY 2015 \$0.66 million). This was primarily driven by video content sales in its Australian operations and a number of new products and packages, including subscription packages that were launched during the year for specific market segments. Strong sales were also a result of strong growth in the Company's member base, a key driver of sales, which grew by 125% to 18,000 members as at 30 June 2016.

Cash flow was strong during the period with \$4.07 million in cash receipts from customers, a 466% increase on FY 2015. This resulted in the Company becoming cash flow positive across its Australian operations for March 2016 and the FY 2016 final quarter, excluding corporate costs.

The significant difference between cash receipts from operations and sales revenue is due to the commercial preferences of contracts. In many cases, the Company receives cash payment upfront on 12-24 month contracts, however, the accounting treatment sees the sales revenue recognised proportionately over the life of the contract as the services are provided. The Company believes this accounting treatment is both conservative and appropriate.

The net loss before income tax totaled \$7.79 million (FY 2015 \$4.63 million). This was attributable to increased expenses totaling \$7.3 million (FY 2015 \$4.4 million). The loss can be attributed to a total increase of 66% in operating expenses to \$7.28 million that reflect the Company's significant investment in personnel, training, and infrastructure to service the ongoing robust growth being achieved and forecasted.

The Company increased its employees from 16 to 95 during the period and experienced a related increase in employee benefits. Following the success of the business model in Australia, the expansion included substantial investment in growing the sales team and new production teams to establish the capacity required to meet additional demand in Australia and acceleration of strategic land grab in overseas markets. In addition, in line with public company and strategic requirements, the Company experienced an increase in consultant and contractor fees.



## Summary of Profit and Loss For the Year Ending 30 June 2016

	FY 2016	FY 2015	% Change
<b>Total Revenue (\$m)</b>	2.6	0.9	191%
<b>Sales Revenue (\$m)</b>	2.36	0.66	257%
<b>Expenses (\$m)</b>	7.3	4.4	66%
<b>Net Loss (\$m)</b>	7.8	4.6	68%

During FY 2016, application fees accounted for 35% of sales revenue and membership fees began to account for a higher percentage at 41%, providing the Company with increased recurring revenues. This is representative of BIG's shift towards a service business model, and membership and annuity fees are expected to become an increasingly significant proportion of revenue. The Company also received \$570k in sponsorship fees, representing its ability to generate additional revenue streams and the demand from corporates for sponsorship opportunities.

The Company will continue to reinvest in the business in order to continue its rapid growth and further enhance the product and service offering. This includes the enhancement of its platform, funded by the \$2.4 million Rights Offer completed in June 2016, that will provide customers the ability to manage all aspects of their online video marketing strategy in one place, including social publishing capabilities.

### Total Revenue Breakdown

	FY 2016	FY 2015
<b>Membership packages (\$m)</b>	0.96	0.3
<b>Application Fees (\$m)</b>	0.82	0.32
<b>Sponsorships (\$m)</b>	0.57	-
<b>Other Income including R&amp;D Tax Incentive (\$m)</b>	0.14	0.28
<b>TOTAL (\$m)</b>	2.6	0.9

## Operational Overview

### Customer Expansion

The Company has made significant progress towards expansion overseas. It is now present in seven countries, including Australia, the UK, US, Singapore, Hong Kong, New Zealand and Canada. In the UK, Big Review TV has filmed over 500 businesses and began to create a strong online community of video content. Similarly, in the US, it has filmed over 1,000 videos that are now ready to be monetised.

Big Review TV is pleased to report that it has experienced robust growth of its member base. Over the period, it increased by 125% to reach a total of 18,000 members. The growth of the member base is a key driver of sales revenue and it continues to operate strong conversion rates of circa 40%.

The Company's growth strategy includes actively collaborating and partnering with strategically relevant organisations to aggregate and assist with global market penetration. Over the period, the Company has signed agreements with leading Australian and international organisations that will be highly beneficial for customer acquisition growth. The Company has also continued to collaborate with new strategic channel partners, including GeoOp, a mobile field service management application and Velpic a video based education software company in Australia in order to expand its cross-selling and cross-promotional opportunities.

In the US, the Company teamed up with DNA Behaviour International Resources (DNA), through an exclusive licensing agreement for DNA to sell Big Review TV products and services within a number of areas in the New York area significantly accelerating sales in the US.



## New Product Expansion

The Company has implemented a number of new video packages tailed to specific market segments, including the not-for-profit sector and a new corporate package. The addition of these new packages has had a positive impact on sales revenue. The corporate subscription packages are also contributing strongly to the recurring revenue stream.

The platform enhancement is well underway and expected to be launched to customers in the December quarter. The enhanced platform will offer customers new publishing and social media integration features enabling them to control and publish content across their social channels.

## Outlook

The Company finished FY 2016 with strong growth and client acquisition. The management of BIG are confident that this trend will continue into FY 2017 and the year is expected to be a milestone year for the Company with solid growth to continue as it transforms into a new cash generative phase.

BIG has a significant market opportunity in new verticals in Australia, which it is targeting through strategic partnerships and new packages tailored to specific sectors. It also has in place the necessary infrastructure and capacity for accelerated expansion and land grab in overseas markets, which will be a core focus of the Company in FY 2017.

The launch of the enhanced platform is expected to drive the growth of recurring subscription revenues that are expected to represent a significantly larger proportion of revenue by the end of the 2017 financial year.

Brandon Evertz, Executive Director, Big Un Limited commented: "This has been an exceptional year of growth for Big Review TV. We have continued to demonstrate our ability to drive sales revenue and have been re-investing in strategic global expansion whilst executing on our strategy to implement higher recurring revenues for the Company. We have in place strong strategic partnerships, a number of sales initiatives that have proven to be successful throughout FY2016 and overseas infrastructure to accelerate international growth in FY 2017."

**ENDS**

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## ABOUT BIG REVIEW TV

Big Un Limited 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 Limited's core operations are focused on providing disruptive video marketing services to small-medium enterprises. Its products and services range from the production of video content, that enables its customers to effectively promote their business online using an increasingly important medium, through to the delivery and marketing of the video content to consumers via the Company's review platform and integrated video review app. The Company was listed on the ASX in December 2014.