



International Limited ACN 110 184 355

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PROJECTS UPDATE

TV2U International Limited (ASX: TV2) (**TV2U** or **Company**) is pleased to provide the following projects update:

PERSIS TV

Following deployment of Phase One of the commercial launch of PERSIS TV (as announced on 20 May 2019) that is being delivered with the JEE Group, in association with the JEE Group's affiliated partner, Fafnir GmbH, the Jee Group's pre-marketing campaign has commenced and is expected to ramp up in intensity over the coming weeks. Initially this started only with Google ads, to review behaviour and tailor the platform before rolling out to additional channels. Facebook, Instagram and Telegram marketing campaigns are expected to start soon.

Content upload has been slow to start with, as the JEE Group's marketing agencies advised a staged upload of content aimed at specific groups. It is anticipated that there will be 500 movies/TV series available on the platform by the end of August, and this is expected to rise to 1,000 by the end of September and 3,000 by the end of March 2020.¹

Discussions have started on advertising integration which, once implemented, would allow us to generate revenue from the free content on the platform (which is expected to continue to grow). This will also help drive anticipated conversions of subscriptions to paid plans.

Several new features have been developed and deployed to the PERSIS TV platform, including 'right to left' UI for Persian Language, ability to browse content before signing up for an account, integration with Firebase to report on user behaviour within the Android App, and an Integration with Stripe as a Payment Gateway to reduce internal fees.

TV2U's new music module is scheduled to be deployed onto the platform early in September. This will allow the JEE Group to upload the 12,000 music files that it has onto the platform, creating new packages with added value to the end user.

The iOS native application has been difficult to add to the Apple App Store due to US/Iranian sanctions. As Apple is a US company, they have not allowed the App to be published. However, the JEE Group is now discussing options with the relevant trade authorities in the US to rectify this. In the meantime, browsers on iOS devices are being used to access the platform as the web App is fully responsive and adapts to all device screen sizes. We have added a popup for new users that

¹ All estimated content upload numbers are provided by TV2U's client.

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gives instructions on how to add PERSIS TV to their home screen, allowing quick and convenient access to the content.

TV2U is advised that paid subscriptions have begun on the PERSIS TV service. Any revenue share payments made to TV2U will be reflected (once paid to TV2U) in the relevant quarter's earnings.

TV2Africa

Further to previous announcements on 15 February 2019, 27 December 2018 and 7 November 2018, TV2Africa is the direct-to-consumer OTT streaming service delivered in partnership with Africa Enterprise Media Group (**AEMG**). Since the last update provided on this project, AEMG has been in talks with major film production companies to secure premium content for the platform.

The sales team at TV2Africa has also been actively selling the platform advertising space (AVoD) which has now been successfully integrated and is operationally "live", meaning that TV2Africa has started generating revenues. TV2U is entitled to receive revenue share from all AVoD assets which, once paid to TV2U, will be reflected in the relevant quarter's earnings.

TV2Africa is now paying a monthly platform service fee to TV2U which, once paid to TV2U, will be reflective in the relevant quarter's earnings.

Live streaming Ad integration is in the testing stage and is expected to go operationally "live" over the next few weeks. Any revenue from live advertising is payable directly to TV2U.

TV2U has also completed integration with 'PayGate' an additional payment gateway provider.

Projects in Indonesia

The TV2U team travelled to Indonesia on the 22nd of July and spent the week participating in project meetings:

PGASCOM

Further to previous announcements on 9 May 2018, 2 November 2018, 14 December 2018, and 15 February 2019 regarding TV2U's strategic partnership with PGAS Telekomunikasi Nusantara (**PGASCOM**), the TV2U team were provided with a presentation by the PGASCOM management team that detailed their company's roadmap for software deployment. This included the current project for the delivery of VoD plus several other opportunities for TV2U such as smart housing, smart universities, fleet tracking and video conferencing.

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PGASCOM previously completed user acceptance testing of the current web and Android applications, over the coming fortnight we will be working with them to test the set top box version of the platform along with the iOS application.

PGASCOM has advised that it is planning to launch at the end of September with a combination of local VoD, live video and radio streams. They will be offering subscriptions to new customers as well as their current client base, where they will bundle gas supplies with the TV2U platform via smartphones, tablets, Mac, PC and set top boxes.

During the meetings we presented the IVAN-MT platform which allows multiple tenants to upload and monetise content, PGASCOM were very interested in this as they have already been approached by companies to distribute content, so they see this as a natural future upgrade once they have agreements in place with a sufficient number of organisations.

TV2U and PGASCOM are now in the process of negotiating the financial aspects of these directives.

Indosat

Further to previous announcements (refer to announcements dated 4 May 2018, 13, 15 and 20 June 2018, 2 November 2018, 14 December 2018 and 15 February 2019) in relation to TV2U's partnership with Indosat Ooredoo (PT Indosat Tbk) (**Indosat**), TV2U also met with Indosat in July and were introduced to the Head of Data. Indosat presented a brief for a project that they are working on with one of their clients, which consists of a video distribution platform with a built-in approval workflow for the content.

We were invited to meet the client the following week, so our in-country representative attended to obtain a more detailed understanding of the project requirements. The response from Indosat is that TV2U's IVAN-X platform would be a good fit for them, with the addition of a bespoke approval module. We will be producing a quote for the delivery of this project along with monthly maintenance/license fees for their review.

The iStream platform was not discussed during the visit as the key stakeholders were out of the country. However, our in-country representative will be arranging meetings with them when they return.

BISMA

On 10 December 2018, TV2U announced that it had entered into a new commercial agreement with Lemmon.ID, under which TV2U would provide its content delivery platform

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to power Lemmon.ID's new global direct-to-consumer streaming service called Bisma. A technical pilot test of the streaming service successfully took place in December 2018, as announced to the market on 15 February 2019. Lemmon.ID is still considering its requirements in relation to this project.

Lemmon.ID is currently preparing on an overarching scoping document, which will be shared with TV2U so that we can review and discuss options with them.

SOL Telecom

Further to the announcement to the market on 20 September 2018 in relation to the agreement signed with SOL Telecom (**SOL**), a Brazilian telecommunications provider, TV2U continues to provide support to SOL with regard to its OTT direct-to-consumer service, SOLGO. As previously announced SOL have decided to integrate a SOLGO application into set top boxes that will be distributed locally. TV2U continue to work with SOL management to assist with their technical needs as and when they require.

We have had a formal request from SOL to review their subscriber targets, this is due to the change in their strategy, with the focus now being on set top boxes. We have requested a three-year forecast together with a business plan that shows how these new targets will be achieved, i.e. target audience, the offers available, subscription costs, bundles available (if they are offering SOLGO along with Internet).

We are also discussing their marketing plan, we would like to understand how they will market the service i.e. what channels they will use (Facebook, email, online, radio, TV), the budgets assigned to these channels, a timeline of when these marketing activities will start and who will be responsible within SOLGO to run these campaigns and produce the reports.

These documents have been requested from SOL and, once received, will allow TV2U to assess the new forecast viability. It will be an opportunity for TV2U to potentially propose new business terms along with the introduction of a monthly fee.

JAYPLUS/Ecotonian

As previously announced on 31 July 2019, TV2U has signed a binding Heads of Agreement with JAY PLUS AG (**JAY PLUS**) for TV2U to be the exclusive technology partner for all of JAY PLUS's OTT platform, products and services.

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Under the terms of the agreement, TV2U will provide the new iVAN-X Sports NextGen OTT platform to JAY PLUS clients, who are proprietors of sports and media content.

TV2U and JAY PLUS are in discussions on their first commercial project under the overarching master contract and will update the market accordingly.

Investor enquiries

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About TV2U

TV2U provides a Complete "White Labelled" TV and Entertainment Managed Service from the Cloud lowering the barriers of market entry and operator risk by reducing the need for high upfront capital Investment or big-ticket operational overheads. Our Modular SaaS (Software as a Solution) that integrates seamlessly into an existing Operator's platform and workflow bringing Management, Security, Control and Delivery Efficiency Over Any Network to Any Device. TV2U provides a Personalized customer viewing Experience Whilst maximizing operator revenue through real-time Intelligence.

TV2U delivers a personalized individual viewing experience, by delivering content to a consumer based on their viewing. TV2U maximizes revenue by delivering personalized targeted advertising based on a geography, demographic or an individual. Advertising can be dynamically stitched into a live stream or for on-demand inserted pre and post content.

TV2U's analytical platform is immediate, Individual, Interactive, Intelligent and Influential. TV2U providing a cloud managed service that attracts, wins and retains customers, using disruptive personalized managed campaigns. Providing a set of software tools that empower its clients to proactively drive revenue generation while reducing churn rates by maintaining existing customer retention.

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