



International Limited ACN 110 184 355

Corporate Head Office
Ground Floor, 22 Delhi Street
West Perth 6005
Western Australia 6160
ASX Code: TV2

ASX ANNOUNCEMENT

1st June 2016

TV2U STEPS ON TO THE WORLD STAGE OF KARAOKE WITH THE LAUNCH OF THE KARAOKE2U APPLICATION

- TV2U partnered with Sunfly, has today launched its Karaoke2U App with 1,500 titles on the Google Play store, offering a 14-day free trial.
- Apple's app store release to follow on the 5th June 2106
- Users in Australia and New Zealand will be the first to be able to download the App as part of TV2U's controlled global commercial launch.
- Karaoke2U, is set to take the world by storm with a planned deployment to an estimated 25 countries before the end of 2016.
- Karaoke2U is planning to add a further 12,500 songs from the Sunfly catalogue and will also include over 5,000 assets of International and Regional genres.
- TV2U's pioneering, OTT cloud based technology, has enabled Karaoke2U to be launched in a timely and cost effective manner.

TV2U International Limited ("TV2U" or "the Company") is pleased to announce the launch of its Karaoke App on Google Play for Android devices from today the 1st June, 2016, and on Apple's App Store by 5th of June, 2016. The App will initially be available in Australia and New Zealand in the first phase of the global launch.

The App, Karaoke2U will be rolled-out to an estimated 25 countries before the end of 2016, as part of TV2U's controlled commercial launch. This will ensure the smooth delivery and performance of Karaoke2U, particularly in countries with higher potential subscribers.

Karaoke2U currently offers 1,500 titles, and plans to add an additional 12,500 songs and over 5,000 international and regional content assets. This additional international and regional content will give Karaoke2U a superior catalogue offering with some localized content in each of the new roll out regions. This differential will ensure the application will receive maximum subscriber uptake in the emerging markets regions as subscribers can sing and share the latest hits in their local language.

Consumers can download the App and sign up for a two-week free trial. Thereafter, users will pay US\$0.99 to use the App for three hours, US\$2.99 for three days, US\$4.99 for a month or US\$34.99 to sing for a year which is extremely competitive in comparison to other services.

Karaoke apps have consistently been topping the download charts on Apple and Google. Karaoke2U will give users the ability to create a video of their performance to share with family, friends and hook into social media.

GLOBAL OFFICE LOCATIONS

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TV2U's chief executive officer, Nick Fitzgerald, commented: "The launch of Karaoke2U validates TV2U's strategy of a global entertainment platform and its disruptive impact on the market. We are not just another video on demand delivery platform but a pioneer in personalised interactive entertainment. The next few months is shaping up to be a particularly exciting moment in our Company's history."

More information and a link to download Karaoke2U is available on Google at
<https://play.google.com/store/apps/details?id=com.karaoke2u.karaoke>.

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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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