



ASX CODE: BIG  
26<sup>th</sup> October 2016

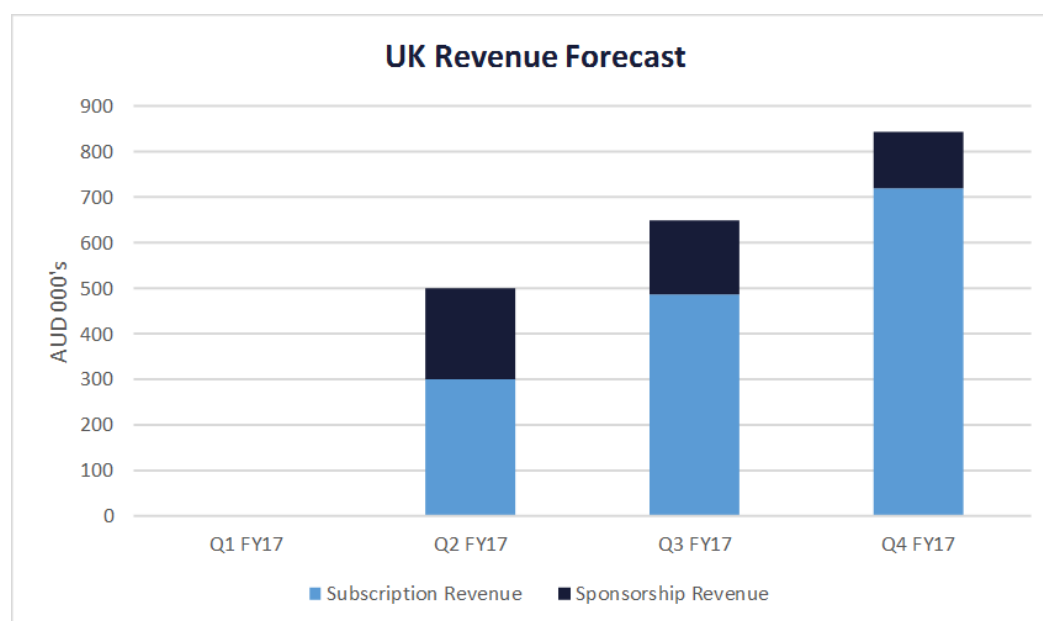
## Early Monetisation of UK Operations

Big Un Limited (ASX: BIG or the Company) is pleased to announce that revenue of \$200,000 was generated for its UK operations in early Oct 2016. The company commenced operations in London, UK in Jan 2015 and have amassed content from 1200 London businesses for the company's video content library and have on-boarded over 2000 UK customers.

### Early Monetisation

#### Additional Revenue Stream

Big Review TV's SME customer relationships hold significant value for third parties wishing to engage BIG's SME database via joint promotion and sponsorship. Revenue associated with UK customer on-boarding came from sponsors, and provides an ARPU of \$100 for each customer on-boarded by BIG. This additional revenue stream provides early monetization and supplements revenue from the sale of BIG's subscription based video technology products.



### Outlook for UK Revenue FY2016/17

#### Increased ARPU and Lower Costs

In line with the Company business model, it is anticipated that as a full range of video technology products and services are offered to UK customers, the UK ARPU will closely reflect that achieved in the Australian market. ARPU for paying customers is currently \$2,600. The Company anticipates on-boarding around 10,000 UK customers by end FY16/17

## Company Investment in UK

### Controlled Rollout of Business Model to UK

The Company's international rollout strategy focuses on early investment to leverage its first to market opportunities:

- 1) Obtaining market penetration via customer onboarding
- 2) The collection of mass video content for the company's growing video library

Company investment in international rollout peaked in August 2016, the early benefits of which are now being realized. To date the Company has on-boarded over 2000 London businesses and amassed over 200 hours of UK video content. The Company believes that sufficient video content and market penetration has been achieved in London to allow it to move to the next stage of UK rollout via selling subscription based video technology products through it's dedicated center in the Philippines and by promoting online activation. The immediate addressable opportunity for Big Review TV video technology products in the UK has been estimated at \$295m (see research chart)

## UK Outlook FY2016/17

### Pathway to UK Profit

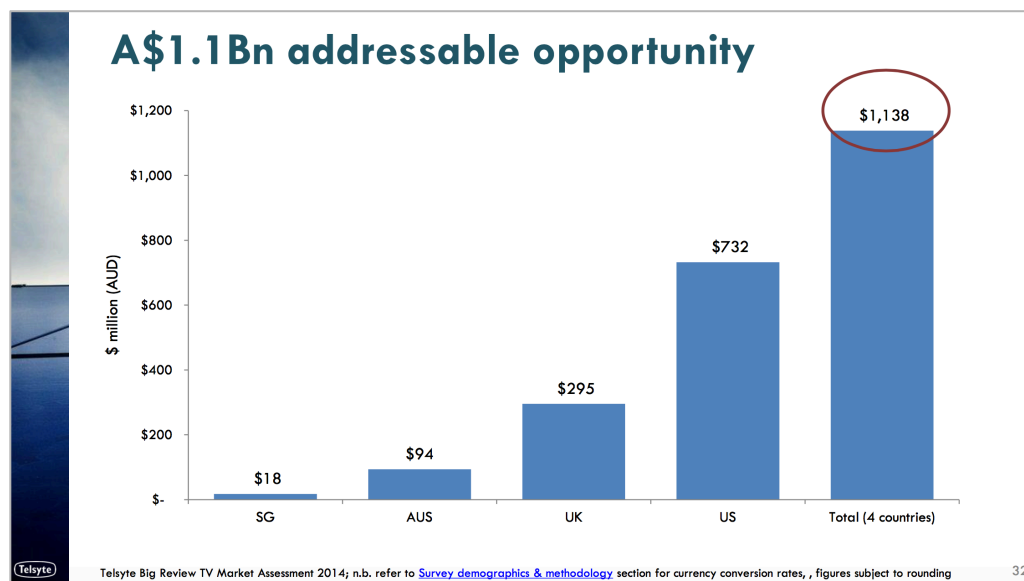
In line with general cost efficiencies, the Company has implemented the outsourcing of UK customer onboarding and sales to a dedicated center in the Philippines. As the company implement further efficiencies associated with the auto-generation and delivery of video content to UK customers, BIG anticipate becoming profitable in the UK during the financial year 2016/17

## Overseas Opportunities

### International Video Content Library and Addressable Market

During FY2015/16 the Company has strategically invested in the collection of video content for specifically identified overseas markets. The company now has sufficient video content in its international video library to actively market its products and services in the UK and USA.

### Telsyte Research Results for Big Review TV Product



## Research from Leading Technology Experts

### Headed by Foad Fadaghi – Managing Director Telsyte Ltd

Independent research conducted on behalf of Big Unlimited values the addressable market for *Big Review TV* video technology products as follows:

- UK addressable market = 1.6m businesses – value of addressable opportunity \$295m
- USA\* addressable market = 5.2m businesses – value of addressable opportunity \$732m

\*The Company anticipate receiving its first revenue from USA during December Quarter FY16/17

## Disciplined International Rollout Using Cost Efficiencies and Scale

### Auto-generated Product and Productivity Efficiencies Across Borders

The company's business model is scalable and its disruptive video technology allows it to cross international borders without regulatory inhibition. The company recently announced cost reductions and efficiencies in productivity via its auto-generation of video content that costs the company under \$2 per video to create (see previous ASX announcement 13/10/16) These cost savings and efficiencies apply internationally.

*Brandon Evertz, Executive Director commented, "We are seeing early validation of the monetization and scalability of our business model internationally. We intend to fully leverage our first to market advantage in key overseas areas. We anticipate that the Australian business metrics will be replicated and even improved upon in overseas markets as we continue to introduce new efficiencies through video technology. We look forward to reporting on further international income during December quarter 2016/17"*

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## ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company 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.