



ASX:BIG
19th July 2017

BIG Focuses on Pillar Three Development By Appointing Global CTO

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce the appointment of Jason Short as its Global Chief Technology Officer. As the Company focuses on its global IT capability and international roll out, Jason will lead a team of IT heavyweights utilising his extensive experience in the development of mobile technology, business intelligence and marketing technology for the American and global SME markets. This will ensure that BIG continues to leverage its first-to-market advantage through the application of leading-edge technology that is tailored for both business and consumers.

Jason will spend his time between Boulder, Colorado, USA and BIG's headquarters in Sydney, Australia. His role will be to develop and expand BIG's current internal tech team and focus on the third pillar of BIG's business model, the video review platform and mobile app.

Jason Short

[Tech Entrepreneur and Mobile Development Specialist](#)

Jason has over 20 years principal leadership experience across diverse industries (Start-ups, Information Technology, Entertainment, Mobile, Custom Software Development, Government, etc.). His leadership in the development and build of market intelligence mobile technology were key to Jason's appointment as Global CTO. Jason has previously worked with companies such as Google, Motorola, Hunter Douglas, Diamond Resorts and many large US and global brands. Boulder, Colorado is often referred to as "the new Silicon Valley" and is the home of IBM and Oracle among many others.

"The opportunity for me to join the team at BIG at this point is incredibly exciting" says Jason "The Company's business model is unique, scalable and is perfectly poised for the application of specialized technology. My experience in the development of many software platforms, coupled with BIG's strategy to maximize revenue and profits by building and implementing its technology vision will have a significant impact as we scale the business model globally. I am joining BIG at the beginning of an incredibly exciting and significant journey."

IT Strategy and Outlook

[BIG Focus on Technology](#)

The Company's growth strategy and global expansion plans include the enhancement of pillars one and two through technology, and further development of the pillar three of the BIG business model.

- Pillar One: Video Subscription
- Pillar Two: Video Content
- Pillar Three: Video Platform & Video Review App

As the company expands its operations into the US and UK, the focus on technology will allow BIG to offer its members access to unique video marketing and technology services that include reporting of customer profiles, user behavior and business intelligence. Technology will be applied to enhance BIG's B2B, B2C and C2C communication experiences.

Richard Evertz CEO of Big Unlimited commented “We are incredibly excited that Jason has agreed to join us and build our tech team globally. For some time now, BIG has been keen to secure specific technology skills from the US that will enable us to execute on our technology strategy. Jason has a proven track record of successfully executing on the vision of start-up opportunities, expanding on new lines of services, and managing all aspects of software sales and development by understanding how technology impacts business. He understands the SME, social media and new media space and is the perfect fit for BIG as we expand globally and bring added value services to our client base through the use of technology and provision of data, analytics and business intelligence”

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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.