



GoConnect Limited
ACN 089 240 353
Suites 1-3, Ground Floor
107-111 High Street
Prahran VIC 3181
Australia
Tel 61 3 9993 7000
Fax 61 3 9993 7099

8 November 2013

Company Announcement Office
Australian Securities Exchange Limited

Dear Sir/Madam

Re: Jermaine Jackson to discover the next "5" from China

Please find enclosed Media Release from Go JLJ Entertainment regarding the execution of an agreement with Dalian Mobile Digital TV Co Ltd for the operation and co-production of the JJ5 Music Competition and Reality TV Show "JJ5".

GoConnect Ltd owns 40% of Go JLJ Entertainment Pty Ltd and is represented on the Board. Go JLJ Entertainment has licensed the use of GoConnect's Soundcheck Music Competition Technology Platform for the conduct of the JJ5 Music Competition. GoConnect will derive significant revenue from Go JLJ Entertainment subject to the successful launch of JJ5 China. GoConnect may consolidate the financial results of Go JLJ Entertainment from the current financial year. GoConnect has developed a significant portfolio of intellectual properties and technologies over 13 years. GoConnect is delighted that the Company is able to introduce its valuable intellectual properties including its IPTV platform to the substantial China market in partnership with Go JLJ Entertainment.

Yours sincerely

Richard Li

Chairman

For personal use only

Go JLJ Entertainment

Presents



Media Release
For Immediate Release
8 November 2013

Living Legend Jermaine Jackson is coming to China to discover the next “5”

Go JLJ Entertainment has finalized the execution of an agreement with its media partner Dalian Mobile Digital TV Co Ltd to operate the Music Competition and co-produce the reality TV show "JJ5".

Man on a Mission: “Electrify, Electrify, Electrify!” “There are no musical groups in today’s pop culture like the Jackson 5, groups that sing, dance, play instruments, and perform electrifying shows around the world.” says Jackson. “There are great singers, great dancers, great musicians, but there is a need for bands that combine those elements into phenomenal performances.” “So I plan to find 5 talented individuals and mentor them to create the next big all-round musical band.” Adds Jackson, “And I plan to do that in China, which is full of undiscovered talent.”

The Future is Now: Under his international company *Go JLJ Entertainment*, a development and production venture focused on creative multi-platform content, *Jermaine has forged a Media Partnership with State owned Dalian Mobile Digital TV Co Ltd to operate and co-produce the first Reality Music Competition to be broadcast on China National Mobile (Outdoor) Digital TV Network.* The Modern TV Show will be called “JJ5” and will combine the latest in smartphone technology with the biggest digital TV network in the world. According to Dalian Mobile Digital TV, the show will be broadcast all over China to an estimated daily audience of 600 million people with a prime time peak hour audience of at least 360 million people in more than 50 cities. The audience for “JJ5” is estimated to be at least 10 times more than the reported audience of the most successful reality TV talent quest show in China “The Voice of China”. “JJ5 China” is powered by ASX listed GoConnect's Soundcheck Music Competition technology platform. “JJ5” China will also be available on GoConnect's IPTV channel www.uctv.fm to a worldwide audience via LG connected TVs, other LG connected devices and all brands of smartphones. This exciting entertainment presentation over these multimedia platforms combined will reach the biggest audience in Reality Show history, estimated at over 1 billion people. “Mobile and Web media will have an explosive effect in the future of delivering creative content and the future is now!” said Richard Li, Chairman of GoConnect and Director of Go JLJ Entertainment.

“I am super excited about the use of modern technology that will allow the largest audience ever to watch our show.” Jackson said. Go JLJ Entertainment’s strategic partnership with Dalian Mobile Digital TV will allow “JJ5” to be broadcast throughout China and the world. China's mobile (outdoor) digital TV network, is a comprehensive network including Digital TV Billboards, Outdoor LED, Transport Terminal Screens, and mobile monitors that broadcast

For personal use only

media formats in every form of transportation. They have daily audience traffic of over 1 billion people views. Between Digital TV, IPTV and Smartphones, the “JJ5” audience will be able to watch and enjoy the show from anywhere at any time. “China is the perfect place for modern media viewing and Dalian Mobile Digital TV leads the way in high tech content delivery.” Adds Jackson “It’s ‘Everywhere Entertainment’ for people on the move.”

The Show: Phase one will involve a nationwide search to find the top 15 contestants that can sing, dance, and possess the talent to be all round performers, using social media, smartphones, and the internet. Auditions and eliminations will be presented in multimedia episodes until the finalists are chosen to move on to the next level. Phase two will involve Jermaine mentoring the top 15 and creating 3 distinct bands of five. The last phase will be the battle of the bands in which Jermaine and the viewers help decide who will be the winner and go on to become the newly discovered band “**Five**”. Jermaine will then take them to the world stage by producing their first record. The final show will be held at the Jermajesty Hotels & Resorts in China. The finale will open with Jermaine performing a song he wrote just for China. The Finale will end with the revealing of the winning band to a nationwide audience with millions more worldwide on IPTV. The entire Jackson Family will be invited to attend the finale.

Global Market:

According to recent news reports, the “Voice of China” reality TV show attracted a primary sponsorship for US\$40 million for the next season while the show attracted an estimated 30 million people audience in the last season. Richard Li, director of Go JLJ Entertainment said, “Voice of China sponsorship price is providing a useful and timely benchmark for JJ5 China. With our minimum daily audience of 360 million people on prime time viewing, JJ5 capitalizing on the Jacksons’ brand value established over 50 years, will be able to deliver far greater exposure, greater branding, and more attractive return for our sponsors’ investments on comparable sponsorship pricing.”

Get Ready China:

The show is ramping up now with the Auditions set to begin in March 2014. Go JLJ Entertainment has engaged one of China’s top 10 advertising agencies to secure sponsorships and advertising for “JJ5 China”. A “**High Five**” multimedia campaign will be used to promote the show and increase awareness for viewers and contestants on how to watch and participate in this mega event. Stay tuned...anywhere and everywhere.

Jermaine is uniquely qualified, as one of the original lead singers of the Jackson 5 along with his brother Michael and now the lead singer of the Jacksons, to find 5 young Chinese artists and mould them into an international super group. Go JLJ Entertainment is focused on combining modern technology with Jermaine’s Global Brand to deliver great entertainment across all media platforms in a fluid and mobile process.

For further information on this release or about participating in the JJ5 Show, please contact Richard Li on +61 3 9993 7000 or email him on media@goconnect.com.au.

