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BIG UNLIMITED

ASX Code: BIG
Thursday 2nd July 2015

# UP TO $4M EQUITY RAISING – HEAVILY OVERSUBSCRIBED & STRONG DIRECTOR PARTICIPATION

## Highlights

- Big Un Limited has successfully raised $3 million and appointed Alto Capital and CPS Capital to raise a further $1 million via a share placement of up to 20 million shares at an issue price $0.20 per share
- Placement was heavily oversubscribed with significant interest from existing shareholders and new sophisticated investors
- Subject to shareholder approval, the Directors of Big Un Limited and the executive team intend to participate strongly in the raising, taking up to 20% of the offer
- Funds raised will be used to accelerate growth to meet increased demand from commercial partnership with CDM Direct Communication Services, facilitate marketing and promotional growth of the business and working capital
- Lead managers and corporate advisors to the transaction were Alto Capital, CPS Capital and Diverse Capital

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Big Un Limited (ASX:BIG or the Company) today announces it has successfully raised $3 million, and appointed advisors to raise a further $1 million through a share placement of up to 20 million ordinary shares at $0.20 per share, representing a 38% premium to the closing share price on 30 June 2015.

The issue was heavily oversubscribed with strong interest received from existing shareholders and new sophisticated investors. Subject to shareholder approval the Directors of Big Un Limited and the executive team intend to participate strongly in the raising, taking up to 20% of the offer.

The placement will occur over two tranches, with $1.5 million to be placed immediately, and the remaining funds of up to $2.5 million will be subject to shareholder approval.

Funds raised will be used to accelerate growth to meet increased demand from commercial partnership with CDM Direct Communication Services (CDM), further enhancements to the platform and video App and to facilitate marketing and promotional growth of the business and provide additional working capital for the business.

The Company is now well funded and strategically positioned to execute its domestic and global expansion in the SME market, which represents over 90% of enterprises in most countries, worldwide according to the World Intellectual Property Organisation.

As previously announced, the partnership with CDM, a leading Australian and New Zealand independent contact centre, strategically positions the Company to facilitate and accelerate growth and customer acquisitions across the SME market.

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Brandon Evertz, Executive Director, Big Un Limited commented:

"We are incredibly pleased to have successfully raised the required capital to fuel and accelerate the growth of our business. Through this placement, we have received strong interest from the investor community and tremendous support from existing investors. This not only validates our business model and commercialisation strategy, but provides the Company with the necessary funding and support to execute our growth strategy into new and existing markets.

"As the demand for more interactive and video content continues to grow, we as a Company are well positioned and well funded to aggressively market and roll out our strategy, globally."

In addition to the share placement, the Company has jointly mandated Alto Capital, CPS Capital and Diverse Capital as corporate advisors. Collaboratively, the advisors bring a strong network of institutional, wholesale and retail investors, a wealth of capital markets expertise and experience and a depth of knowledge in the technology sector. The corporate advisers have agreed to receive a heavily weighted share based remuneration.

Alto Capital is a boutique firm formed in 2004 which provides a full range of advisory services, including securities trading, research and portfolio management, in addition to specialist services such as margin lending. Alto has strong links to a number of international capital sources, as well as an extensive network of high net worth individuals

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CPS Capital was established in 2001 as a boutique corporate advisory and stockbroking firm specialising in providing strategic advice to both retail and wholesale investors

Diverse Capital Pte Ltd is a consulting business based in Singapore, which assists growth companies in both private and public capital markets. Diverse Capital was founded by Steven Pearce whom has more than 15 years capital markets experience across all asset classes

Contact

For media

Fran Foo, Director
Media & Capital Partners
p: +61 416 302 719
e: fran.foo@mcpartners.com.au

Investor Enquiries:
Cameron Bolton
Alto Capital
+61 8 9223 9832

Clarke Barlow
CPS Capital
+61 8 9223 2201

Big Un Limited:
Sonia Thurston +61 (0) 434 937 764

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## ABOUT BIG REVIEW TV

Big Review TV operates in the media and technology space providing online video content, video reviews and online marketing services to small and medium sized enterprises.

Big Review TV is the world's first video review platform that combines short video reviews with TV style review shows and peer generated video reviews made via the "Big Review TV" video app. The platform allows users to search and find entertaining videos for places to eat, play, stay or shop anywhere in the world and it actively encourages users to contribute to Big Review TV content by videoing and uploading their own reviews to the Big Review TV platform.

Big Review TV capitalises on three massive trends in the digital media space – online video, peer generated content and mobile video creation and sharing apps. Importantly, Big Review TV is actually solving a very real problem in the B2B space by producing high-quality and affordable content for brands.