

## BIG SIGNS FIRST INTERNATIONAL SALES DISTRIBUTION LICENSE TO LEADING U.S. INTERNATIONAL INSIGHTS ORGANISATION

- Big Unlimited signs first international sales distribution licence with leading US International Insights Organisation, DNA Behaviour International Resources (DNA)
- Exclusive agreement with DNA provides Big Review TV with access to a wide distribution network of SMEs within the U.S
- Agreement to accelerate membership growth within the U.S, following earlier establishment of initial beachhead operations in New York and San Francisco
- DNA to pay BRTV AU\$500,000 for the license fee and a revenue share agreement based on successful sales and revenue KPIs
- Sales distribution licensing model proven to be successful in Australia; revenues grew 50% last quarter
- Licensing partnerships expected to become a significant revenue stream in 2016 as the Company progresses a strong pipeline of further licensing opportunities internationally

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') is pleased to announce it has signed its first sales distribution license with a leading US firm, DNA Behaviour International Resources (DNA).

The agreement provides DNA the exclusive license to sell BRTV video products within the areas of Manhattan Island and Brooklyn, New York City, US and opens up a significant US market for BRTV. BRTV will leverage DNA's extensive network of small and medium sized businesses to grow its member base within the US.

The agreement with DNA for sales distribution of the BRTV video product is valued at \$500,000. This represents the license fee, and a revenue share agreement to be implemented based on successful sales and a number of Key Performance Indicators (KPIs). The fee will be paid to BIG over a 10 month period at \$50,000 per month.

DNA is an experienced international business operator with an extensive customer base in New York City. DNA provides organizations worldwide with a single cloud based people analytics technology platform that delivers practical and scalable behavioral intelligence solutions for enhancing marketing, service delivery and talent management. DNA has years of experience working with cloud based service providers, having distributed solutions to a wide variety of businesses in over 120 countries over the last 14 years.

The agreement validates the Company's recent decision to establish a beachhead in both New York and San Francisco. The BRTV brand has been present in the US for 7 months, and this agreement is expected to accelerate the Company's growth in the region as it opens up access to a wider distribution base.

As a result of the sales distribution license agreement, the Company expects to achieve a minimum of 5,000 new SME members in New York City alone during 2016, adding to the current total of over 13,000.

In June this year, Big Unlimited entered into a sales distribution agreement with CDM Direct Communication Services that focused on increasing sales growth whilst reducing the Company's cost of acquisition for SME customers.

The partnership has been successful to date and recent revenue growth within Australia has demonstrated this; September quarter increased by 50% on the June quarter, representing the period in which CDM was implemented, and the Company has forecasted a further 50% growth in the December quarter. Following the US agreement the Company is confident this growth rate will continue.

This license represents the first in a series of sales distribution licences and will become a significant revenue stream for the Company in 2016, as the Company progresses further discussions with interested third parties in Hong Kong, London and Singapore. Independent research undertaken by Telsyte (leading researchers in emerging technologies) indicates the number of SME's suitable for BRTV video product across 4 key markets totals over 7.5million businesses which the Company now intend to penetrate via sales and distribution licencing agreements.

### Estimate of suitable SMEs by country and industry

Counts	Australia	SG	UK	US	Total
Food and hospitality	58,473	8,040	128,710	474,947	670,170
Health and beauty	71,058	7,655	107,355	617,239	803,307
Trade and home improvement / construction	132,674	3,865	300,175	760,713	1,197,427
Retail	77,786	21,272	254,785	691,058	1,044,901
Professional services	184,902	19,500	620,130	1,723,108	2,547,640
Other (qualified)	138,265	10,500	233,755	948,097	1,330,617
<b>Total</b>	<b>663,158</b>	<b>70,832</b>	<b>1,644,910</b>	<b>5,215,160</b>	<b>7,594,060</b>

Telsyte Big Review TV Market Assessment 2014; n.b. refer to [Survey demographics & methodology](#) section for currency conversion rates and sources of estimates

Big Unlimited are also currently in the process of activating several further revenue streams from sponsorship, advertising and digital marketing products and opportunities, which are anticipated to be announced in the near term.

Brandon Evertz, Executive Director, Big Un Limited commented:

*"We have implemented a scalable business model, which we've proven within Australia. Local business knowledge and sales capabilities play an important role, and our partnership with CDM Services has shown this. The sale of distribution licenses to local operators who share our passion and vision is a strategy that is not only proven, but makes perfect sense as it reduces cost and risk factors as we expand overseas. It also provides the Company with an additional revenue stream"*

Hugh Massie, CEO of DNA commented:

*"The holistic video communication ecosystem provided by Big Review TV is something that really excites us here at DNA. The opportunity to partner with BIG at this early stage of their global expansion and assist them in leveraging their first mover advantage amongst SME's in the US is an exciting opportunity, which we expect to deliver commercially."*

**ENDS**

For media

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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.

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