

## HIGH PROFILE TECH ENTREPRENEUR JOINS BIG UNLIMITED'S ADVISORY BOARD

- Former Xero Executive and technology entrepreneur, Leanne Graham to join BIG Unlimited's Advisory Board, effective 22 Dec 2015
- Ms Graham has a track record of leading successful technology businesses and delivering significant growth across early stage businesses
- The appointment of Leanne Graham brings access to a significant network of global contacts to accelerate BIG's B2B expansion
- High calibre appointment strengthens an existing strong Advisory Board underpinned by three experienced Google executives
- Strong leadership in place to execute and drive BRTV's international expansion

Big Un Limited (ASX:BIG, 'BRTV' or 'the Company') is pleased to announce the appointment of Ms Leanne Graham to its Advisory Board, effective 22 December 2015

Ms Graham brings over 28 years' experience within the software and technology sector. Her expertise gained within the Software as a Service (SaaS) sector are second to none and highly respected. As General Manager and Global Head of Sales at Xero, Ms Graham successfully led the sales strategy and during her three year tenure the customer base increased by 500% from 4,000 to over 120,000 enterprise and SME customers.

More recently Ms Graham was responsible for driving the growth and expansion of mobile employment app and management platform, GeoOp as Chief Executive Officer and now Non-Executive Director. Ms Graham also recently joined the Board of ASX listed SaaS e-learning solutions provider Velpic Ltd (ASX:VPC), as Chairperson.

Throughout her career, Ms Graham has established a strong B2B software technology network across the globe, which will help accelerate BIG's expansion. Through her current role as Co-founder and Director of iExecute SaaS Ltd, a consulting business advising early stage and established SaaS companies on business strategy and execution, Ms Graham is ideally positioned to provide strategic advice to BIG's management team and Board.

Ms Graham joins a strong and carefully composed Advisory Board, which also includes three leading Google experts:

- Chris Mulchay, former head of digital content for Google Play and one of Australia's leading experts in Google AdWords;

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- David Murphy, former Google executive with streaming video network and configuration expertise and;
- Daniel Rex, a digital marketing expert and current head of Google channel intelligence for Europe with an in-depth knowledge of video content marketing.

Brandon Evertz, Executive Director, Big Unlimited commented:

*"We're very pleased to have Ms Graham join our Advisory Board. Leanne has a proven track record of delivering significant customer growth in early stage businesses. Her passion and understanding of the tech space, and her outstanding ability to formulate and execute growth strategies are second to none. Leanne's global business network will prove invaluable to us as we focus on our international B2B growth strategy."*

Ms Leanne Graham, commented:

*"Digital marketing is rapidly evolving and small and medium enterprises are looking for innovative and disruptive solutions to enable them to grow and expand their businesses. It is clear that video marketing content is becoming an essential element for every business."*

*"BIG's executive team are passionate trailblazers, and I'm incredibly excited to be involved and providing them with go to market advice. BIG is a digital marketing disruptor, whose B2B video offering enables businesses to reach its audience in a new and innovative way. I am extremely excited to be working with such a dynamic and passionate team, and look forward to sharing my experience and knowledge to help drive BIG through this next phase of growth."*

**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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