



ASX CODE: BIG

11 MAY 2016

## BIG ENTERS STRATEGIC PARTNERSHIP WITH LEADING E-LEARNING PLATFORM

- BIG enters into strategic partnership agreement with leading cloud-based e-learning platform Velpic
- Partnership will see Velpic subscribe to BIG for video content creation across its platform
- Agreement to open up multiple cross-selling and cross-promotional opportunities and expands BIG's reach into new sectors
- Furthers the Company's expansion strategy to partner with leading corporates for promotion of services, continuing BIG's strong growth and further expansion of revenue opportunities

BIG Un Limited (ASX:BIG or 'the Company') is pleased to announce it has entered into a strategic partnership with Velpic, a leading cloud-based e-learning platform, as part of an agreement to co-create video content for the platform and jointly promote services.

As part of the collaboration agreement Velpic has subscribed to BIG's services and BIG will produce video content for Velpic's online e-learning platform, including inductions and focused training lessons suitable for variety of sectors that Velpic's customers operate in including retail, resources, industrials and agriculture.

Velpic offers a unique online platform that provides a scalable, cloud-based training, induction and education solution for businesses with the flexibility for administrators and trainers to create specific lessons for staff. It has an extensive list of ASX 200 clients using the platform. Its Chief Executive Officer was awarded the most disruptive CIO/CTO accolade as part of the 2015 global Talent Unleashed Awards.

The content created will also contribute to Velpic's Lesson Marketplace. Lesson Marketplace hosts pre-developed video content developed in collaboration with third party experts and Velpic will promote BIG's services to third party developers looking to join the platform.

The partnership will provide both BIG and Velpic with multiple cross-selling opportunities and promotional campaigns on each other's platforms, further extending BIG's customer reach into new sectors and verticals. Successful campaigns and opportunities will result in a revenue share agreement between the two parties and demonstrates the collaborative nature of the Company's go to market strategy led by advisory board member, Leanne Graham.

Strategic partnership follows the agreement with GeoOp (ASX announcement 25 February 2016) and furthers the Company's expansion strategy to partner with leading corporates for promotion of its services, driving customer acquisition and growth of its paying subscriber



members.

**Brandon Evertz, Executive Director, BIG Review TV,** commented: "Our strategic partnership with Velpic brings multiple cross-selling and cross-promotional opportunities and is expected to substantially enhance our potential customer reach and will increase our penetration into new sectors. We're focused on content; the creation of content and distribution of content and we're delighted to partner with Velpic to increase its content capabilities."

**Velpic Chief Executive, Russell Francis,** commented: "We are very pleased to be collaborating with Big Review TV, with their video production capabilities and online marketing solutions making them a great partner for Velpic. The partnership will significantly bolster the content offering on the Company's Lesson Marketplace, providing existing and new customers with a one-stop shop solution for workplace training, while providing another avenue for both companies to extend their customer reach and enhance revenue generation."

ENDS

## CONTACT

### For media

Matthew Wu, Director  
Media & Capital Partners  
+61 433 634 706  
matthew.wu@mcpartners.com.au

### Corporate Enquiries

Richard Evertz CEO  
+61 421 970 367  
richard@bigreviewtv.com

### Investor Enquiries

Sandy Slessar  
+61 (0) 400800555  
sandy.slessar@bigreviewtv.com

Sonia Thurston Exec Director  
+61 (0) 434 937 764  
sonia@bigreviewtv.com

## ABOUT BIG REVIEW TV

BIG is the parent company of Big Review TV (BRTV), which is the world's first video review platform providing online video reviews. Big Review TV's B2B service provides on-site, low-cost video production and online marketing services to small and medium-sized enterprises. BRTV are innovative disruptors in the video space and are in the process of building a SaaS 'go to market' global digital strategy. BRTV has built a pipeline of over 15,000 customers and 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.

## About the Velpic Group

The Velpic Group consists of two related entities: Velpic, a cloud-based video e-Learning platform, and Dash Digital, a brand technology agency. Velpic has developed a unique online platform that provides a scalable, cloud-based training, induction and education solution for businesses. The platform allows businesses to create their own training lessons and distribute them to staff and contractors, who can access the Velpic Platform on all devices including mobile phones and tablets.



The cloud-based platform has global potential and is set to disrupt the traditional Learning Management System (LMS) marketplace, and Velpic already has an extensive list of ASX 200 clients using the platform.

Dash Digital is a full service digital branding, marketing, web and app development organisation that seamlessly blends creative and development talents across all disciplines – visual design, print graphics, websites, software development and online marketing.

For personal use only