



International Limited ACN 110 184 355

Corporate Head Office  
Ground Floor, 22 Delhi Street  
West Perth 6005  
ASX Code: TV2

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## ASX ANNOUNCEMENT

19 January 2017

### APPOINTMENT OF HIGH PROFILE TECHNOLOGY SECTOR DIRECTOR

TV2U International Limited (“TV2U”, “the Company”) is pleased to advise that it has strengthened its board with the appointment of Mr Alan Boyd.

The Company believes that Mr. Boyd’s appointment to the board demonstrates the potential for the future development of the Company’s business.

Mr. Boyd is an experienced technology, media and intellectual property investment and development specialists with a long record of success in Europe, America and Asia.

Mr. Boyd is seen as a pioneer of the US personal computer industry. In the 1970s, he wrote some of the earliest personal computer programs for MUSE, one of the first independent software companies.

Mr. Boyd served as the first Product Development Manager at Microsoft, which he joined in 1980. He was responsible for the development of many ubiquitous software products, including Microsoft Word, Excel, MS-DOS and Windows that have become household names and sold billions of copies. He was also responsible for the formulation and implementation of Microsoft’s successful acquisitions strategy. On leaving Microsoft, he introduced the first hypertext browser and established hypertext as a key technology for the Internet.

Mr. Boyd was a Co-founder of St Banks International Group, a Shanghai-based boutique investor. In 2011, he co-founded SmartCity Software to acquire technologies needed for China’s massive smart city development program. He was also an Advisor with Callahan Advisory of Denver, CO. and was appointed Senior IP Consultant with Longan Law, one of China’s leading IP law firms.

Mr. Boyd has advised the Chinese Government on technology and IP development. His knowledge and business network in China will be of importance in presenting TV2U technology to commercial opportunities within China.

Using his technical capabilities and his near 40 years of commercial experience, the Company is excited that he will be assisting to drive and focus on our OTT content service distribution and platform-as-a-service sales programs globally.

On his appointment to the board of TV2U, Mr. Boyd said, “I’ll confess I was more than a little surprised when I saw TV2U’s media platform. It’s very comprehensive – a complete package – and I know of clients all over the world looking for exactly this.

“The media space is going through some very rapid transitions with many new types of media such as virtual, augmented and mixed reality coming online over the next year. Meanwhile, the old-fashioned TV set is going through massive changes with 4K and even 8K devices coming online. New business models and distribution channels are disrupting the old ways of doing things and opening massive new global opportunities. There was never a better time to be involved in new media as today and TV2U is perfectly placed to take advantage”.

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#### GLOBAL OFFICE LOCATIONS

UNITED KINGDOM  
MALAYSIA

HONG KONG  
SYDNEY

INDONESIA  
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The Company is also pleased to announce it has appointed Mr David Adams to strengthen its Australian-based director presence.

Mr. Adams specialises in corporate and financial management and is a qualified accountant and chartered secretary with over 23 years' and 18 years' commercial experience respectively.

Past roles have provided experience in strategic management, corporate planning, governance implementation and change management at senior and board level. Mr. Adams has in the past also taken up board positions on a number of non-listed public and private companies including the current director of TV2U Worldwide Pty Ltd, wholly owned subsidiary of TV2U International Limited.

Current affiliations include member and graduate of the Governance Institute of Australia (ACIS & AGIA), BCom (Curtin), CPA Australia and the Australian Institute of Company Directors.

**For and on behalf of the Board:**

Graham Durtanovich  
Director

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