



ASX:BIG
20th December 2017

Big Partners with The World's Largest Independent Marketing Cloud
Game-changing agreement encompasses Artificial Intelligence, 1.1bn user
Database of and industry-leading Publishing Platform

Big Un Limited (ASX:BIG, or 'the Company') is pleased to announce that it has agreed to a strategic marketing partnership arrangement with US-based Zeta Global (Zeta). Named one of the 50 Most Promising Private Companies in America in 2014 by *Forbes*, Zeta is recognized as a market leader in data analytics, marketing database management and channel market automation technology and has a database of more than 1.1bn individuals. The partnership arrangement encompasses the use of Zeta's Marketing Cloud to enable acquiring new BIG clients, driving users to BIG properties and the sharing of signal data in key verticals including travel & hospitality and health & beauty. The partnership also provides BIG with the use of exclusive Artificial Intelligence models across all three pillars of BIG's business model covering B2B2C. As part of the agreement, BIG will take control of a beauty publishing platform for a nominal fee (US\$1) in exchange for a data sharing arrangement.

Zeta Global

Founded by David A. Steinberg and John Sculley (former CEO of Apple Computer and Pepsi-Cola) in 2007, Zeta is a data-driven marketing technology innovator whose SaaS-based Marketing Cloud and People-based Data Cloud helps 500+ Fortune 1000 and Middle Market brands acquire, retain and grow customer relationships. The Company's highly-rated ZetaHub technology platform has been recognized in Gartner's Magic Quadrant for Digital Marketing Hubs (February 2017) and in its Magic Quadrant for Multichannel Campaign Management (April 2017) competing with offerings from Oracle, IBM, Salesforce and Adobe. Operating on four continents with more than 1,300 employees, the company is headquartered in New York City, with Centers of Excellence in Silicon Valley, Boston, London, and Hyderabad, India.

Zeta recently raised \$140m series F funding through GPI Capital and Blackstone's GSO Capital. Last week, Zeta announced the successful acquisition of Disqus, a global publishing platform that powers more than 4 million global publishers who host more than 2 billion visitors per month. Co-founder John Sculley recently gave an overview via Cheddar.com on how he sees the digital advertising landscape changing and how he feels Zeta is now uniquely positioned to challenge Google and Facebook.

Partnership Details

Regarding the partnership with BIG, David Steinberg, Zeta's CEO, said "Zeta's goal is to help marketers acquire more customers, keep the ones they have for longer and grow their value. Zeta typically works with enterprises directly, but we also have partnerships with top tier organisations like BIG that have unique assets & capabilities that are complementary to ours." Steinberg added, "I am so impressed with the BIG platform, its exceptional management team and of course, their video content. We believe this exclusive marketing arrangement will be mutually beneficial to the companies and our stakeholders."

As part of the partnership arrangement, BIG will take control of Youbeauty.com for US\$1. BIG already has a strong B2B hair and beauty publishing presence in Australia following its

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acquisition of BHA Media Ltd earlier this year. Youbeauty.com has a database of more than 1m global consumers and receives around 140,000 unique visits per month. Inclusion of Youbeauty.com into the BIG publishing stable completes BIG's B2B2C video marketing offering positioning the Company to potentially dominate the digital video sector for beauty and lifestyle.

Artificial Intelligence (AI)

In July of this year, Zeta Global acquired Boomtrain for approximately US\$40m. Boomtrain is a machine-learning centric marketing platform that is able to apply Artificial Intelligence (AI) in order to utilise and deliver appropriate video marketing content to consumers on behalf of advertisers. When combined with access to BIG's 150TB video content library, BIG will be able to offer its SME and advertising/sponsorship clients disruptive video marketing benefits. The pairing of Zeta's global data base with state of the art AI and BIG's large SME video content library and Autogen technology will allow BIG to market "never seen before" video technology marketing services.

Strategic Benefits

The Company has leveraged its first mover advantage and achieved a strong presence in Australia by successfully capitalizing on both organic demand for video and through its aggregation and acquisition strategies. Partnering with Zeta Global provides strong strategic benefits that include:

- The pairing of Zeta's strong front end digital marketing capabilities with BIG's unique front end video content marketing
- The ability to offer the above pairing of services to an audience of 1.1bn
- Strong US presence and digital marketing support
- Reduction in the cost of SME acquisition (pillar one)
- Significant advertising and sponsorship opportunities (pillar two)
- Speed of on boarding large volumes of BIG platform and mobile app users (pillar three)

Outlook

US Partnership To Boost Expansion

The Company's global expansion strategy focuses on identifying and securing strong strategic partnerships. BIG's management team anticipate accelerated US market penetration and brand recognition provided by its strategic partnership with Zeta Global over the next 12 months. **Further updates relating to Zeta Global will be provided in January 2018.**

Richard Evertz CEO of Big Un Limited says "We have established the worlds first social media video review platform. Our unique business model although still in its infancy, is gaining strong traction in Australia and the US. Obviously, the US represents a huge market opportunity for BIG however, the challenge of engaging SME's and consumers en masse is no small task. I am therefore incredibly excited by the transformative nature of this agreement. Zeta, its management team, its global capabilities and digital marketing muscle place it in a league of its own. This partnership completes a momentous 2017 for BIG and we are honored that Mr.Steinberg and his team have identified and acknowledged the true global potential of BIG by partnering with us. We are extremely confident that we will on board over 50k SME's in the calendar year 2018 through this partnership alone"

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ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are innovative disruptors in the online video space delivering subscription based video technology products and services. The Company 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 ZETA GLOBAL

Zeta is a data-driven marketing technology company that helps brands acquire more customers, keep the ones they have for longer and grow their value. Zeta creates personalized customer experiences by leveraging first party data, artificial intelligence and award-winning technology that drive better outcomes for marketers. Founded by David A. Steinberg and John Sculley (former CEO of Apple Computer and Pepsi-Cola) in 2007, Zeta has more than 1,300 professionals operating out of 25 offices across the globe. Zeta is headquartered in New York City, with Centers of Excellence in Silicon Valley, Boston, London, and Hyderabad, India. Zeta recently raised \$140m series F funding through GPI Capital and Blackstone's GSO Capital.