

# THIS IS BIG



**BIG Un Limited**  
Investor Presentation  
May 2016

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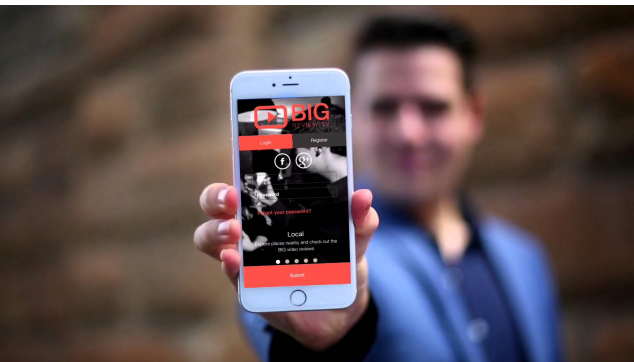
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## About the Company



First mover in the global video market led by a strong management team and well respected advisory board.

## Market Opportunity



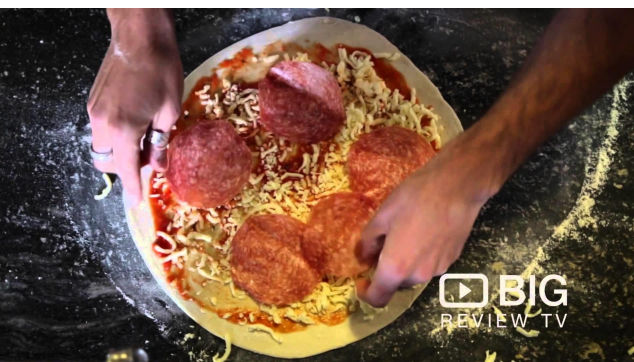
Significant market opportunity due to global demand for video content and social integration.

## BRTV Product Offering



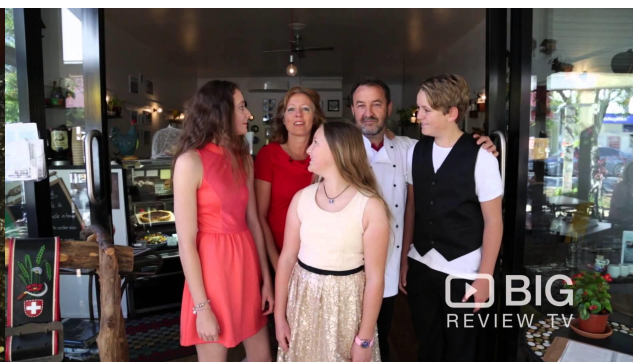
Compelling, Disruptive and Cost Effective providing a socially integrated video ecosystem and publishing platform.

## Revenue Model & Traction



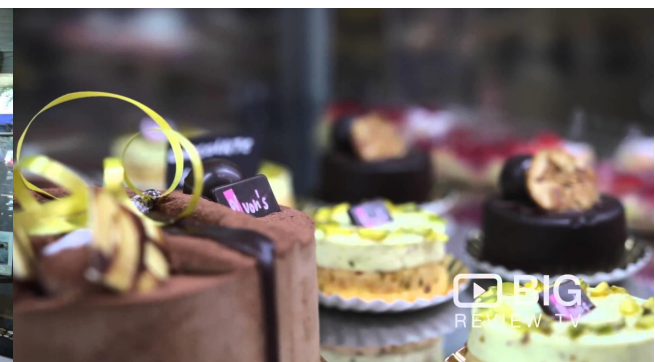
Scalable business model with multiple revenue streams and recurring revenue growth.

## Growth Strategy



Roll out of SaaS Offering for SMEs via Enterprise partnerships and expansion of products into vertical markets.

## Investment Opportunity



First mover advantage in a fast growing market with multiple revenue streams.



## About Us



## Rights Issue – May 2016

Eligible shareholders are now able to subscribe for 1 new share for every 4 existing shares they hold at an issue price of \$0.12 per share, together with one free attaching option for every two new share subscribed for with an exercise price of \$0.25 and term of 18 months.

The offer price represents a 25.8% discount to the volume weighted average trading price (VWAP) for the 5 days trading to the 6<sup>th</sup> May 2016.

- 1 for 4 partially underwritten non-renounceable rights issue to raise up to \$2.64 million
- Offer underwritten by CPS Capital to \$1.3 million
- For every two new shares, shareholders will receive 1 free attaching listing option with exercise price of \$0.25 and terms of 18 months

Underwritten by CPS Capital \$1.3m

## About Us

Big Review TV is the world's first socially-integrated, video ecosystem and dynamic publishing platform. Big Review TV currently derives its revenue from low cost video production and online marketing services to small and medium sized enterprises (SME's).

The development of the video ecosystem offers multiple revenue opportunities including advertising, enterprise partnerships & sponsorship.

## Company Growth



Growing member base with over 15,000 merchants and platform views increasing with 2.9m in March 2016 quarter.



Revenues of \$1.18 million in March 2016 quarter, +80% increase on Dec 2015 quarter.



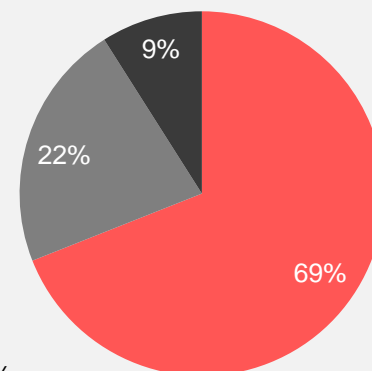
Enterprise Strategy launched and expansion into new markets accelerated.

ASX:	BIG
Market Capitalisation	\$12.4 million
52 Week Share Price	\$0.115 - \$0.34
Shares on Issue	82.45 million
Cash at bank*	\$1.7 million

\*Correct as at 31 March 2016

## Capital Structure

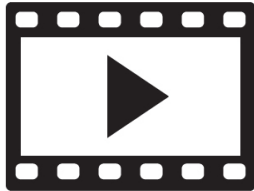
- Top 20
- Management
- Other



Top Shareholders Include:

- AP Reyem Pty Ltd 13%
- Richbrandson Pty Ltd 12.6%

## 1. Disruptive Video Creation



Ability to produce high quality, low cost promotional videos at scale

## 2. Video Curation Platform



Ability to easily curate, moderate and share video content via the BIG platform



## 4. Video Driven Community



Build a dynamic and engaged community driven by socialised video content

## 3. Video Conversation



Provide strong video content to user sharing and drive viral adoption



## **RICHARD EVERTZ – CEO AND CO-FOUNDER**

Experienced entrepreneur within the finance, property and telecoms sectors. Richard has a wealth of start-up experience including guiding start-ups through to public listing. In 2007 he was responsible for achieving inclusion in BRW's Fast 100. His in-depth experience and pragmatic approach to business ensure a strong and robust business model for BIG



## **BRANDON EVERTZ –DIRECTOR AND CO-FOUNDER**

Big Review TV is Brandon's concept. Brandon was responsible for proof of concept, business development and every aspect of the business model through to listing. At 21 he became the youngest founder of a publicly listed company



## **SONIA THURSTON – DIRECTOR COMMUNICATIONS**

Global brand, marketing and communications expert of over 25 yrs. Sonia has held the position of group director within several global advertising agencies including JWT and the Saatchi Group advising large multi-nationals like Saatchi Group, Airbus McKinsey & Co and DHL. She independently consulted on specialist communications projects for European governments and regularly guest lectured in UK. She also has a wealth of video production experience



## **ANDREW CORNER – CFO**

With a long history of handling the finances of tech start-ups, Andy is a chartered accountant who brings 16 years of finance and governance experience to the team. Andy started his career with Ernst &Young and prior to BIG was part of the team who sold the Distra payments technology platform to ACI Worldwide for \$50m.





## LEANNE GRAHAM – GTM ADVISOR

Highly regarded global go-to-market expert in SaaS and technology sector. Leanne has a history of delivering strong market growth through her international network. She was instrumental in propelling Xero into a multi-million dollar enterprise and is currently on the board of several listed companies including Chairperson of Velpic and director of GeoOp



## DAVID MURPHY – IT ADVISORY BOARD

Video streaming and content delivery specialist. David was responsible for delivering Google Fiiber at Google and video network streaming at Twitch TV (the fourth largest video viewing platform after Google, Netflix and Apple TV)



## DANIEL REX – ADVISOR DIGITAL MARKETING

Daniel is a digital marketing expert and current head of Google channel intelligence for Europe. In his previous role as head of channel sales for Google Australia & NZ, Daniel watched BRTV grow from start-up to significant player in digital video assets. He is now a senior advisor to the board.

## Market Opportunity





Video content is essential for on-line presence

**\$27<sub>bn</sub>**

Global video ad revenue will rise at a 23% compound annual growth rate and is predicted to reach \$27bn by 2018<sup>1</sup>

**4<sub>bn</sub>**

Facebook users watch more than 4bn video clips per day<sup>2</sup>

**92%**

92% of mobile video viewers share video<sup>4</sup>

**64%**

64% of marketers expect video to dominate their strategies in the near future<sup>3</sup>

**80%**

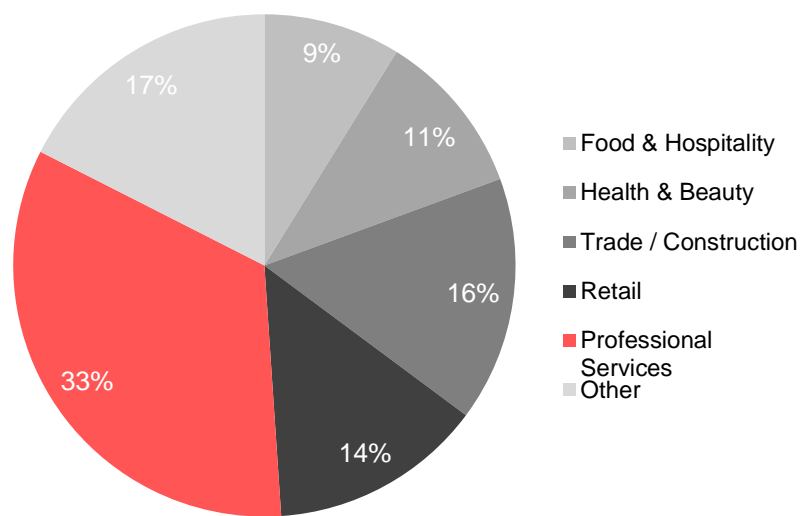
By 2019, 80% of all internet traffic will be video<sup>4</sup>

BIG is optimally positioned to take advantage of the global demand for video through it's unique video ecosystem which produces, curates, shares and publishes video content in a cost effective manner for businesses.

Sources: 1. PwC 2. Facebook 3. Nielson 4. Cisco



## Top Sectors within Current Markets<sup>1</sup>



Current Markets: Australia, New Zealand, UK, US Hong Kong, Singapore, Canada.

7.5 million SMEs, creating a  
~\$1.1 billion market<sup>1</sup> opportunity  
in BRTV's current markets

**\$9 billion**

Global video production spend by 2017<sup>2</sup>

**\$32.8 billion**

Global SaaS market<sup>3</sup>

**\$27 billion**

Global video ad revenue by 2018<sup>4</sup>

Sources: 1.Telsyte, 2.Borrell Associates, 3.Centaur Partners, 4.Cisco

## BRTV Product Offering





## Pillar 1

### Video Production

1. BIGs video production is the 'engine room' of its video eco-system. Producing high quality and affordable video marketing for SMEs and hosting them on the BIG platform.
2. Video content used for online marketing including Web, SEO optimisation and social media.
3. Provides SMEs access to online video platform and a community of engaged users.

## Pillar 2

### Video Content Platform

1. World-class disruptive video publishing platform, allowing video to be delivered in a SaaS format.
2. Aggregator of content and distribution via social media channels.
3. Offers SMEs dynamic landing pages & access to software (SaaS) to manage all aspects of their video marketing campaigns.
4. Growing Enterprise and Vertical Channel partnerships expected to drive SME client growth.

## Pillar 3

### Video Mobile App

1. Free mobile video app for consumers to search and review places, products, and events.
2. Ability to share content via Facebook and twitter and other social channels.
3. Consumer and merchant generated reviews offer third party and peer validation of products and services.

NOW



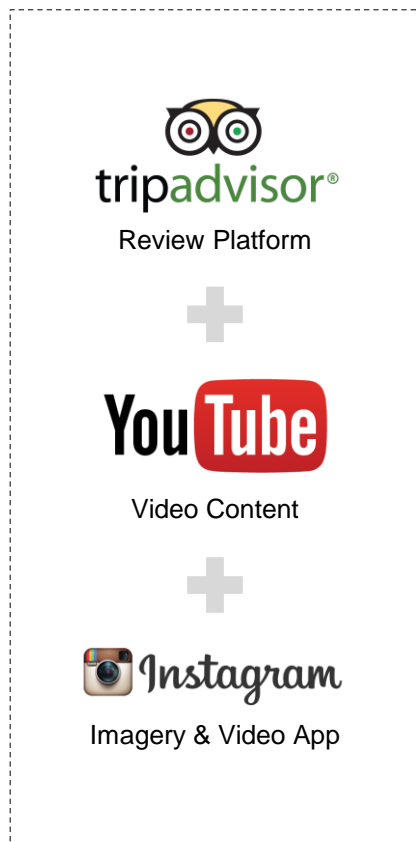
IN PROGRESS



LONGER TERM



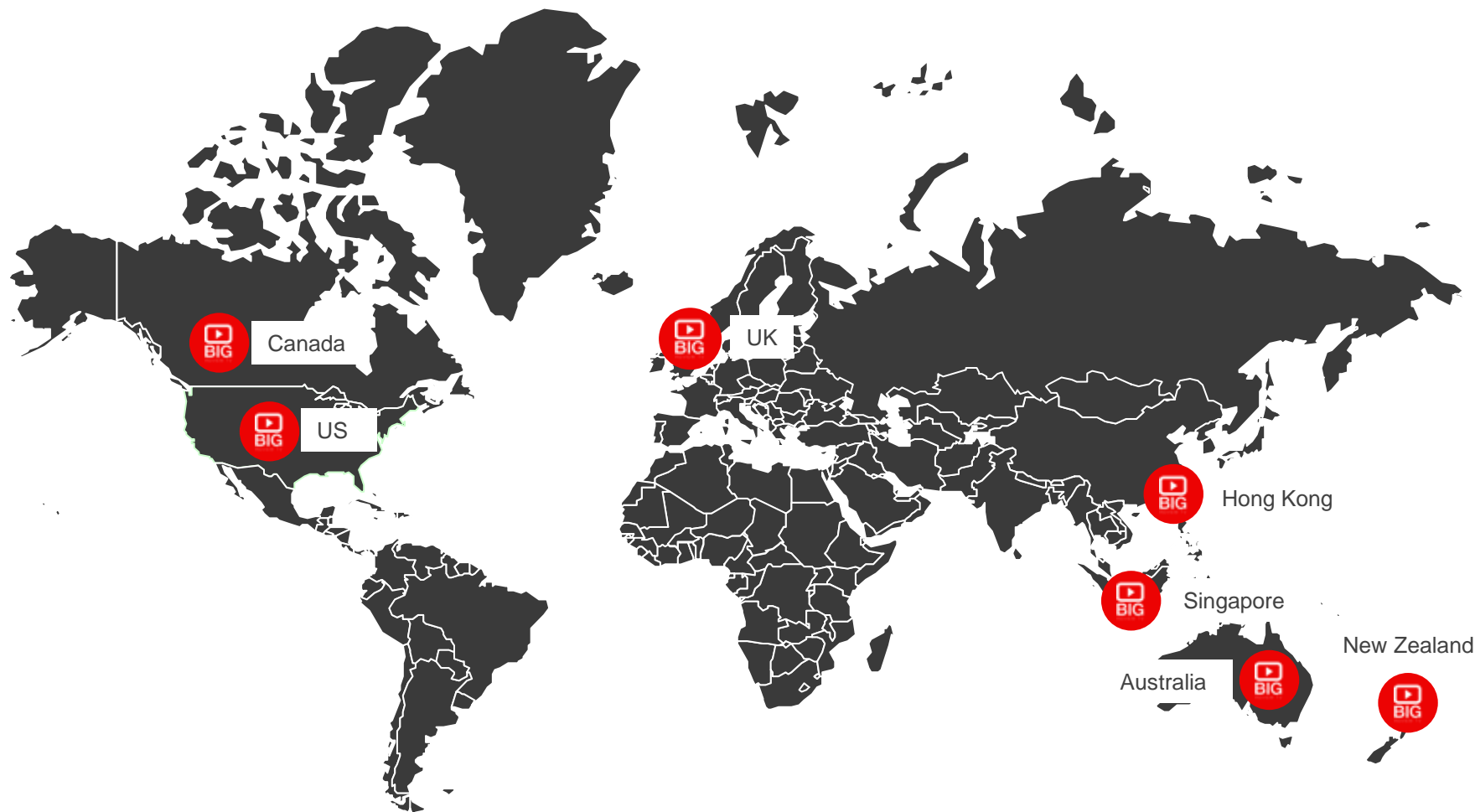
Fragmented market with no competitors bringing together the ability to promote and review businesses using cutting edge video content.



=



Next Generation Platform for  
Online Video Reviews



## Revenue Model & Business Traction





## Pillar 1

### Video Production

1. Generating revenue via upfront fees, annual memberships and scaling internationally.
2. Enterprise and Vertical packages allowing BIG to leverage corporate and vertical industry opportunities.
3. Mass marketing campaigns with sophisticated EDM's to drive revenue growth.
4. High revenue growth opportunity via expansion revenue, through up-selling to existing customer base.

NOW



## Pillar 2

### Video Content Platform

1. SaaS 'go to market' strategy providing a highly scalable recurring revenue stream.
2. Leverage Enterprise and Vertical Channel partnerships to drive global client growth.
3. Monetisation of BIG video platform through SaaS revenue, advertising, sponsorship, v-commerce and big data opportunities.
4. Significant revenue opportunity from sale of video content to third-parties.

IN PROGRESS



## Pillar 3

### Video Mobile App

1. Drive viral engagement by consumers through empowering users to generate their own video review content.
2. As user growth reaches critical mass across both the platform and application, BIG become increasingly appealing to advertisers, generating increased monetisation opportunities including consumer data.
3. Once critical mass is obtained, additional revenue opportunities become available via application upgrades.

LONGER TERM

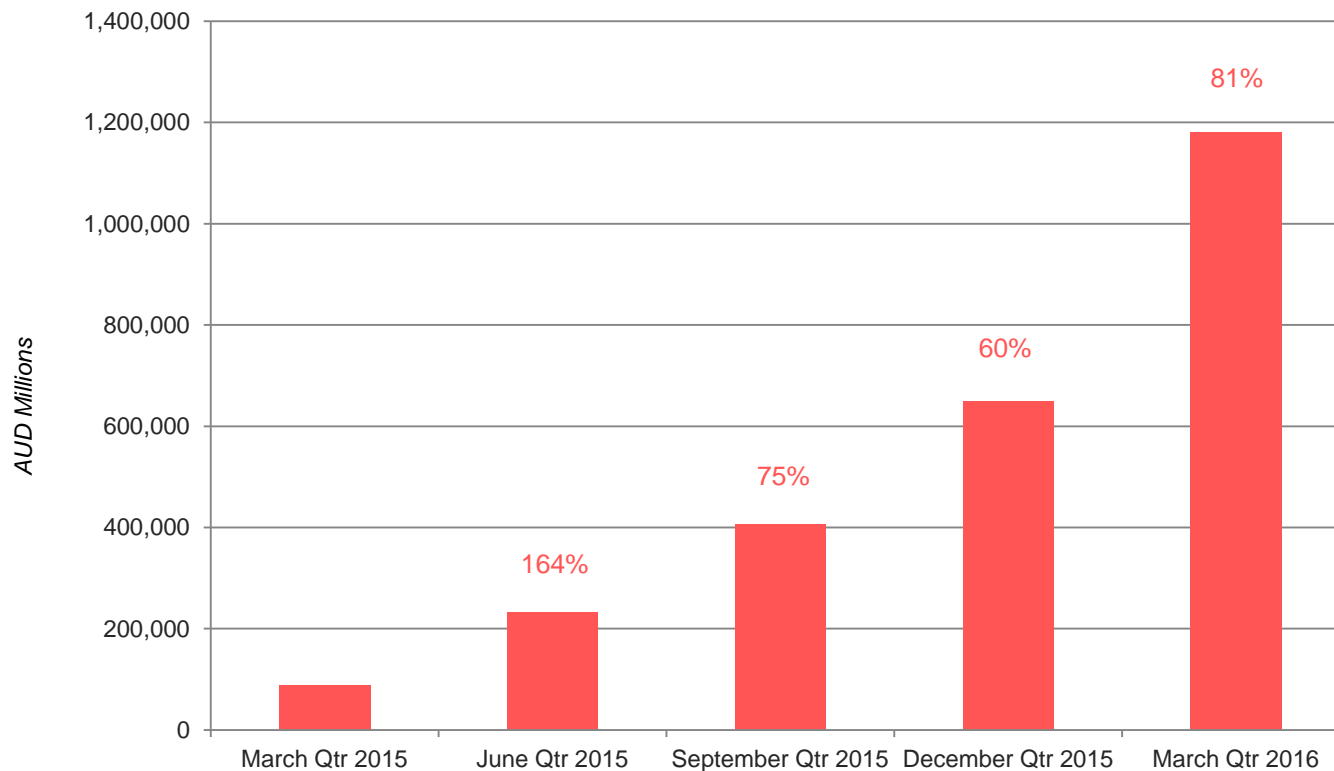




# Accelerating Revenue Growth

Over \$2.4million in revenue generated to date through video production activities

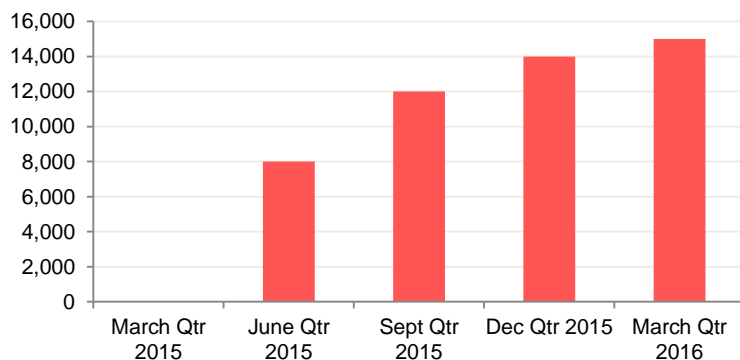
High growth revenue to date has been obtained purely from BIGs Pillar 1 Strategy.



Annualised Run Rate of over \$4.7m

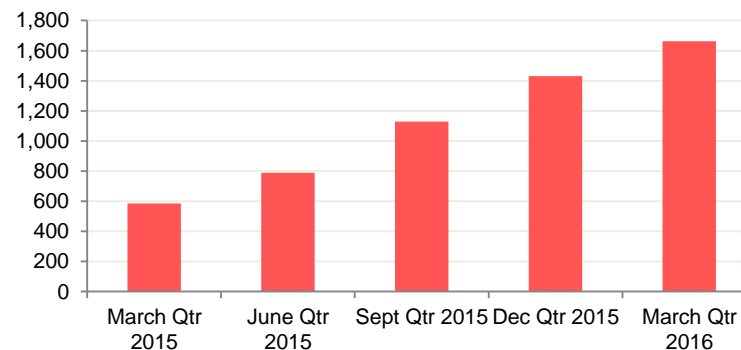
# Key Metrics Demonstrate Strong Traction

## Member Base Growth



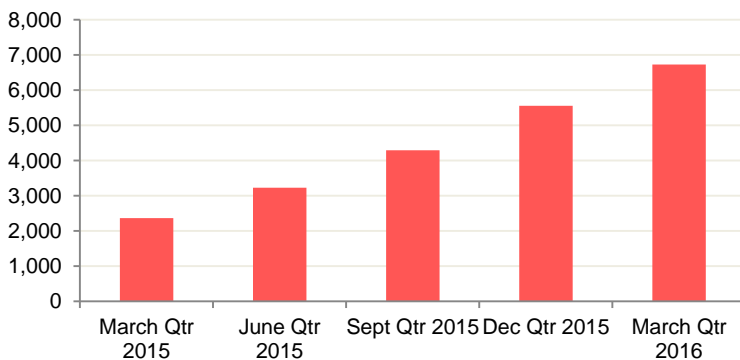
Member Base Growth Drives Subscriptions

## Paid Subscription Members



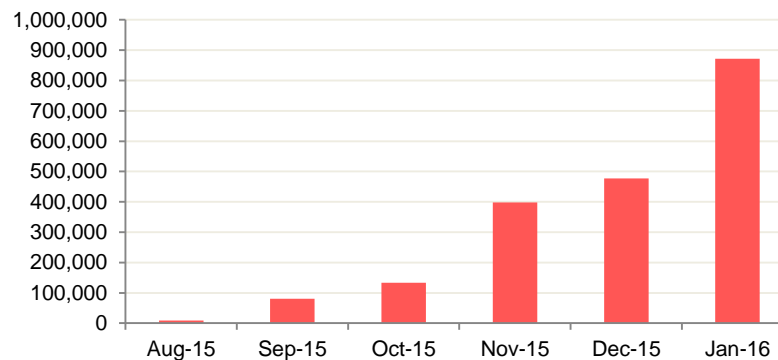
Subscriptions Drive Video Content on Platform

## Videos Produced



Video Content Drives Viewers to the Platform

## Content Views

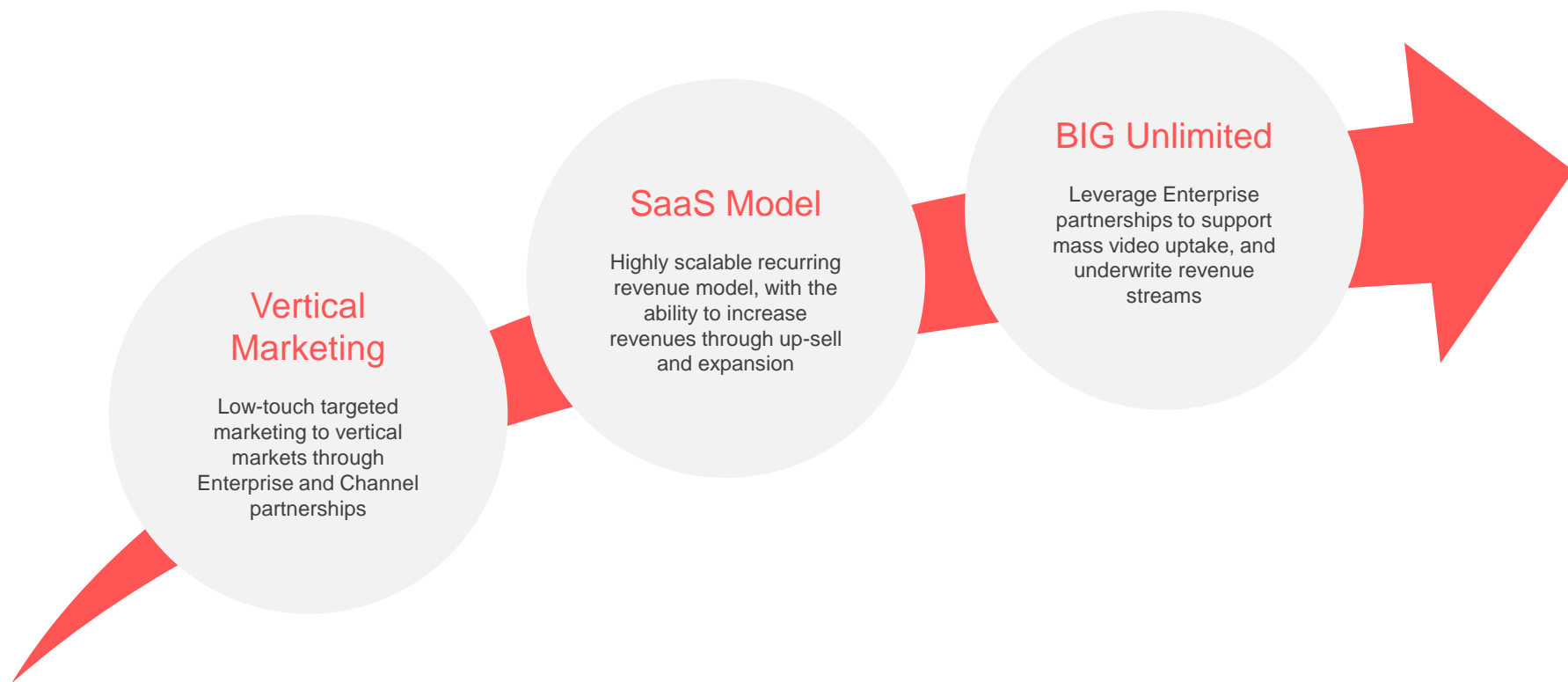


Viewers Increase Attractiveness to Advertisers and Sponsors

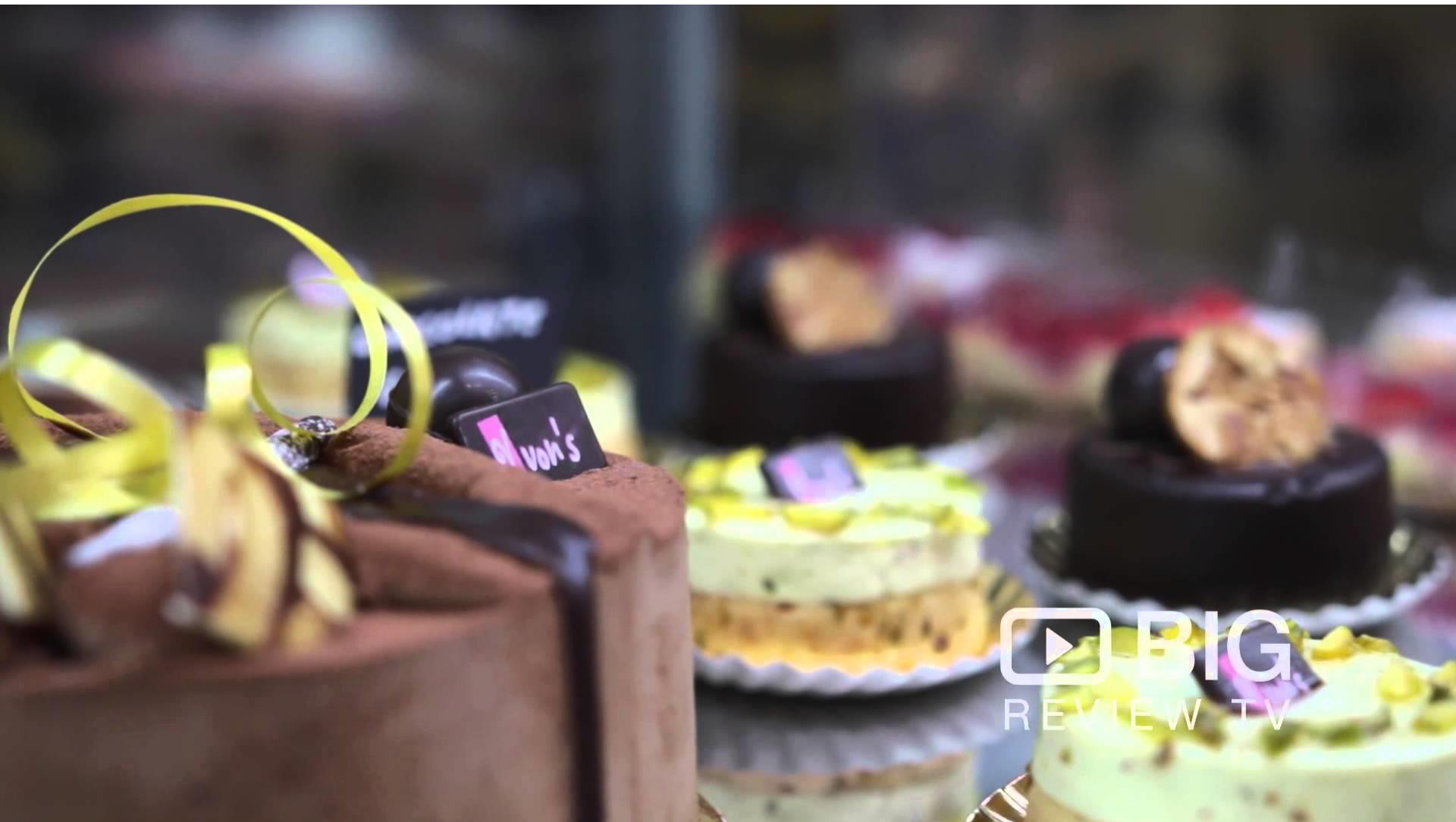
# Growth Strategy



In the next 6 months BIGs global 'go to market' strategy will bring businesses and consumers closer together, by creating engaging video communities through strategic channel partnerships



# Investment Opportunity





## Growing global demand

Video is essential for online presence. Brands are seeking high quality, inexpensive, online video content to form a key part of their marketing and sales strategies and currently no cost effective solution is available.

## Significant market opportunity

Global demand for video and BIGs innovative video SaaS 'go to market' platform will drive BIGs growth and make it the world's first socially integrated video eco-system and publishing platform.

## Early mover advantage

First to market, low cost – high quality video production and video review platform, with no other direct competitor in the market.

## Multiple revenue streams and recurring revenue growth

Generated \$1.18m revenue in March 2016 quarter. SaaS model to drive recurring revenue.

## Scalable business model

Simple revenue model with multiple avenues for commercialisation, with well advanced commercialisation strategy across initial revenue streams.

## Focused strategy for growth throughout enterprise and SME markets

Established operations in 7 countries from which to scale and targeted sales initiatives in place including enterprise strategy to drive customer growth.

## Strong management and advisory team

Leading expertise and knowledge to drive domestic and international expansion.



## Contact Us

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