



ASX CODE: BIG  
23rd Oct 2017

**BIG Cares partners with GoFundraise Pty Ltd**  
**In-video donation to be offered to 5,000 Australian charitable organisations**

Big Un Limited (ASX: BIG or the Company) is pleased to announce a partnership with Australasia's leading digital fundraising platform GoFundraise Pty Ltd. BIG and GoFundraise will jointly market BIG Cares video packages which will be integrated into GoFundraise's fundraising platform. The packages will be directly marketed to a GoFundraise database of over 5,000 not-for-profit organisations (NFP's). In addition, BIG Cares packages will be offered for purchase through the GoFundraise website.

**About GoFundraise**

Through the use of digital technology, GoFundraise innovates and reduces costs to NFP organisations including releasing one of the lowest cost ways to donate in Australia 2017. It is a leader in the digital fundraising sector in Australia and New Zealand used by over 1m Australians to date, with 1,800 active clients and is growing at approximately 50 charities per month. GoFundraise plans to expand their services internationally.

GoFundraise's clients include:

National Breast Cancer Foundation, McGrath Foundation, Amnesty International, Black Dog Institute, The Red Cross and Society for the Prevention of Cruelty to Animals among others.

Stuart Finlayson CEO and founder of GoFundraise says "Using video in fundraising communications is very powerful. GoFundraise constantly develops its proprietary digital technology to ensure it is relevant and effective to nonprofits in a rapidly changing digital world. By partnering with BIG to offer our clients Big Cares video technology products including an embedded donor portal, we anticipate a very positive impact on fundraising for our clients across the platform."

**About BIG Cares**

BIG Cares is a specialist video licensing package developed by Big Review TV to suit the specific communication needs of registered charities and not-for-profit (NFP) organisations over a 12 month period. It is offered to charities at a discounted price of \$15,000 and BIG has allocated specialist production teams and management to cater for the specialist communication requirements of the sector. To date, over 120 NFP's have taken up Big Cares video licensing packages generating over \$1.57m in cash revenues with repeat purchase rates of over 90% by revenue and a number of charities taking higher value packages at renewal.

"The emotive power of video communication is incredibly effective for charitable organisations who not only need to tell their stories but are looking to connect with donors on an emotional level" said Sonia Thurston executive director and CCO of BIG responsible for developing BIG Cares "As part of our corporate and social responsibility we designed a video licencing package that caters for the specific communication needs of a charity over a 12 month period, and of course, registered charities can pay monthly on subscription. The license packages provide around 20 mins of edited content. BIG has now made video communication accessible to many charities who wouldn't usually be able to afford video communication as this type of video content would typically cost over \$40,000 using traditional media production methods. We're really thrilled to see case studies from

our NFP clients that prove how BIG Cares video increases donor engagement and levels of donations. We will now be able to assist many more charities with this product"




## USE VIDEO TO TELL YOUR STORY

Big Review TV understands the power of video, and the positive impact it has when used by charities and not-for-profit organisations to really communicate and engage with their donor audiences.

We are a young, publically listed company on the Australian stock exchange, and our corporate values and objectives are reflected by the ethos and passion of a team of young people who genuinely want to make a difference in the world. Our CEO Brandon Evertz is Australia's youngest CEO of a public company and actively encourages creativity and philanthropic activity.

After working in conjunction with our advisors from Google during 2015, we were convinced that enabling charitable and not for profit organisations to harness the power of video to communicate to their donor audiences was something that Big Review TV could facilitate.

Allowing charitable organisations to tell their story in an engaging and emotive format is absolutely essential to engage and maintain their audience. Equally important though, is their ability to use video content regularly across digital and social media so that their digital footprint becomes a driving force for awareness and ongoing donor engagement. Here's where we found that we could help.

Big Review TV are disruptive video innovators. We produce beautiful video content and license it's use to businesses and organisations in a way that allows almost anyone to harness the power of video without having to fund the traditional cost of producing it. There was no reason that we couldn't adapt this model to bring this benefit to charities.

So, as part of our corporate and social responsibility, in Jan. 2016, BIG developed a specially designed video production package.

We tailored it specifically to the needs of NFP's and offered it to registered charities and not-for-profit organisations at a special rate. To date, more than 80 charities and NFP organisations have purchased and are using our video packages to communicate their vision, promote donor programmes, to show

The Big Cares product covers your video needs over a 12 month period and are specially designed for NFP clients. They allow you to plan your donor communication campaigns over 12 months knowing that you have a dedicated production team who understand your organisation, it's philosophy and objectives and will deliver beautiful video content for you at a set price.

BIG Cares packages are flexible. They are based upon 4 days of on location filming during a 12 month period so that you can decide how you'd like to use them.

We provide NFP's with 20 short edits from the filmed content and a lifetime licence to the edits.

This structure and special pricing allows all registered NFP organisations and charities access to a powerful donor communication tool that can be used at conferences, events, online, across social media and in email and traditional marketing campaigns to raise awareness and increase donor engagement.

So, to harness the power of video for donor communication and see testimonials from organisations who are using BIG video content to help make the world a better place, contact our dedicated Big Cares team at: [charity@bigreviewtv.com](mailto:charity@bigreviewtv.com)

**- Brett Long, Melbourne City Mission**

special events and testimonials and demonstrate case studies on their web-sites and in social media.

The packages have proved to be essential to many of our NFP clients who have made repeat purchases and provided us with wonderful testimonials relating to how these packages have helped them raise awareness and funds. As a result, we are now officially launching this product under the brand: Big Cares.



### Fundraising and Philanthropy Feature

There are 54,000 registered charities in Australia, 1.5m registered charities in the USA and 200,000 in the UK. Following the success of BIG Cares proof of concept period during 2016/17 the Company anticipate further Australian market penetration and management intend to focus on providing BIG Cares products to overseas charities as part of the Company's international growth strategy during 2018.

"The full roll out of BIG Cares both nationally and internationally represents further opportunity for the Company and we are building a completely new division for BIG Cares. Big Cares strategy was the first to tailor larger video packages to specific verticals, and we have found huge demand for similar packages in finance, corporate, hospitality and hair and beauty sectors which we are now developing. As part of the company's global go-to-market strategy, we are now setting up divisions to manage the growing opportunities in the video technology space across our various verticals. " says Richard Evertz CEO

A sample of BIG Cares video content and can be viewed here.  
[https://www.youtube.com/watch?v=t\\_S1UwEIII](https://www.youtube.com/watch?v=t_S1UwEIII)

## **BIG's Social Media Video Review Platform**

### **A Three-Pillar Business Model**

BIG's business model is based upon three pillars which interconnect providing both a video and revenue ecosystem. Below is an overview showing how BIG Cares vertical integrates:

- Pillar One produces revenue via video subscription from SME's. BIG's proprietary technology and IP allows it to create high quality video at around 3% of traditional video production cost. The Company retain copyright of video content and licence its use to SME's for video marketing. Pillar One currently produces approximately 90% of the Company's revenue to date. *This includes the sale of Big Cares video packages*
- Pillar Two re-purposes previously monetised Pillar One video content into shows and video and further monetises via sponsorship/advertising. Pillar One has produced over 30,000 videos and 150TB (approx 120,000 hours) of video content to date. Revenue from Pillar Two is in its infancy and is anticipated to become a significant revenue stream and profit centre during FY2018. *It is anticipated that the Company will offer short, documentary style features for NFP clients using their previously filmed Big Cares video These will be suitable for streaming on the recently announced BIG Apple TV channel. The Company anticipate providing in-video donation technology that will be made available to Big Cares clients early in 2018.*
- Pillar Three curates BIG video content onto BIG's consumer facing platform and supplements professional content with sharable peer-generated content made via the Big Review TV mobile video app. The Big Review TV app and platform are undergoing IT upgrades and the app is due for official launch in early 2018. Monetisation opportunities from Pillar Three platform and app are from BIG data, provision of consumer analytics, advertising and sponsorship. *These features will also be available to BIG Cares clients and include options for in video donation technology.*

## **BIG Growth Strategy**

The partnership agreement between Big and GoFundraise reflects the Company's growth strategy whereby BIG partner with key industry specialists in each vertical market. The strategy is an effective and cost efficient way for the Company to swiftly penetrate key target markets as evidenced by its early partnership and eventual acquisition of The Intermedia Group's verticals in hair, beauty and hospitality. The GoFundraise partnership with BIG will boost the BIG Cares brand through the aggregation of NFP clients and the joint marketing the Big Cares packages to a tightly targeted NFP and donor audience.

"The BIG Cares proof of concept phase has generated over \$1.57m in cash receipts by providing a unique video licensing solution for the charitable sector. By partnering with one of Australasia's largest online fundraising platforms we can jointly offer a unique service to this sector. As we expand locally and internationally, we look forward to significant revenue growth from this vertical going forward" adds Richard Evertz

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## CONTACT

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## ABOUT BIG REVIEW TV

BIG (ASX: BIG) is the parent company of Big Review TV Ltd. Big Review TV are a social media video review platform. They are innovative disruptors in the online video space, delivering subscription based video technology products and services and third party video content. The Company has operations across Australia and in New Zealand, the United Kingdom, the United States, Hong Kong, Singapore and Vancouver and was listed on the ASX in December 2014.