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ALEXANDER HARTMAN ADDRESS TO EUROPEAN COMMISSION DIGITAL ACTION DAY – “TRANSFORMING TRADITIONAL MEDIA”

Newzulu Limited (ASX: NWZ) advises that its Executive Chairman, Alexander Hartman, has addressed the European Commission Digital Action Day.

The address, “Transforming the Traditional Media”, was delivered today to the European Commission Digital Action Day at the invitation of Neelie Kroes, Vice-President of the European Commission, as part of the EC’s Digital Agenda For Europe initiative, a Europe 2020 initiative.

Hartman characterized Newzulu as a global business commercializing European digital media innovation, having its origins in France and now operating bureaus including in Paris, London, New York, Los Angeles, Toronto, Montreal and Sydney. The address related to Newzulu’s impact on traditional and digital media, including its positioning in partnership with global and European news agencies, its technology platform and corporate development plans in Europe.

Hartman highlighted that Newzulu’s partners and white-label clients, including major European publishers and broadcasters such as BFMTV, France Radio, Archant and Le Parisien, have pioneered participative journalism through harnessing Newzulu’s technology platform to engage collective audiences of many millions of Europeans, with a total European audience over 500 million, with over 416 million mobile devices in an online advertising market over €25 billion*.

Newzulu acquired the operations of citizen journalism initiative Citizenside from leading global and French news agency Agence France Press (AFP) in 2013 and works in partnership with other major European news agencies including The Press Association in the UK & Ireland as well as Bulls Press in Germany, with several further European news agency partnerships under development.

Hartman announced plans for Newzulu to expand its French and English European operations through launching additional news services in Spanish, German, Italian, Portuguese, Swedish and Danish in the near future. The Newzulu platform enables any European citizen to break local or major international news from anywhere at any time, filing their news in any language through the Newzulu European websites and mobile apps for iOS and Android.

Hartman highlighted the disruptive effect of participative digital media journalism, delivering both editorial and commercial value for publishers and broadcasters in an era where a citizen with a

smart phone is almost always on the scene before a staff journalist. Freelance journalists and citizens are paid by Newzulu when they have their submission published through its global and European news agency partners by over 7000 publishers and broadcasters on a global and instantaneous basis.

Hartman said, "Participative journalism, which has impacted major news events in recent years, including a key role in major political change through the Middle East, is a critical part of the media landscape and will continue to grow in importance both editorial and commercial importance in Europe".

The full text of Alexander Hartman's address to the European Commission Digital Action Day and more information on the Digital Agenda of the European Commission is available <http://ec.europa.eu/digital-agenda/> or follow the links at <http://www.newzululimited.com>.

On behalf of the Board



Mark Pitts

Director / Company Secretary

*GSMA Mobile Economy Europe 2013 report