

ASX Company Announcement | Issue Date: 2 October 2014

## **ADDITION TO THE NEWZULU EUROPE EXECUTIVE TEAM**

**Newzulu Limited** (ASX: NWZ) announces the following addition to the Newzulu Europe executive team.

### *Managing Director – (Newzulu Europe)*

The Company is pleased to advise the appointment of Mr Ludovic Vossovic as Managing Director – Newzulu Europe. Ludovic (Ludo) Vossovic received his International Business and Marketing/Communication Masters from I.P.A.G business school in 1998. Ludo is based in Newzulu's Paris Bureau and assumes overall operational responsibility for the Business Plan of Newzulu in Europe.

Ludo began his career in advertising sales for radio channels and A/V Press. He then joined Avid Technology group (A/V manufacturer) as Marketing & Communication Manager France and contributed to set up a successful production & post production company in 2002 in Paris. He was subsequently appointed as Worldwide Marketing & Communication Manager for Analog Way group (A/V manufacturer).

Having observed the growth of social media networks Ludo pursued an opportunity as Sales Manager for CTZAR, the first worldwide opinion leader's network providing word of mouth campaigns for high end brands. In 2012 Ludo took up a European Sales Managers position in leading video crowdsourcing company Userfarm.

Alexander Hartman, Executive Chairman of Newzulu Limited said, "I am delighted to welcome Ludo Vossovic as Managing Director of Newzulu Europe with a focus on driving revenues through securing key media, brand, advertising and agency clients in Europe. Europe is a key region for Newzulu's growth, offering the Company access to a media audience over 500 million people who generate over 20% of global GDP, with the potential for Newzulu's mobile apps to reach over 417 million mobile devices and achieve market share in an online advertising market over €25 billion\*\*"

On behalf of the Board



**Mark Pitts**

Director / Company Secretary

\*GSMA Mobile Economy Europe 2013 report