

ASX Company Announcement | Issue Date: 8 October 2014

## **SHAREHOLDER UPDATE – CORPORATE DEVELOPMENTS & WORKING CAPITAL LOAN**

The Board of **Newzulu Limited (ASX: NWZ)** provides an update on several key corporate developments and is pleased to announce the establishment of a A\$3,500,000 Working Capital Loan with Blueroom Capital Pty. Ltd. to fund Newzulu's continued investment in the development and growth of its global operations.

### **News Agency partnerships**

Newzulu recently announced an expanded, long-term, strategic partnership with The Press Association (**PA**), the national multimedia news agency of the United Kingdom & Ireland, to provide crowd-sourced video across multiple PA distribution platforms. This agreement continues to strengthen Newzulu's exclusive crowd-sourced news partnerships with the world's leading news wires.

Newzulu will showcase its platform for the MINDS International meeting in Stockholm on 10 October 2014. MINDS International is an industry association of all the world's leading news agencies and wires. Newzulu Executive Chairman, Alexander Hartman, will launch key new functionality of the Company's crowd-sourced news platform to the MINDS International members.

### **Newzulu Europe expansion**

Pursuant to the Company's long-term strategic partnerships with European news agencies and news wires including Agence France Presse (**AFP**) globally and in France, the PA in the United Kingdom and Ireland, and Bulls Press in Germany, Newzulu has continued to expand in Europe. Newzulu recently launched local editions of its site and apps in Switzerland, Belgium and Spain. The company also recently announced the appointment of Mr. Ludo Vossovich as Managing Director of Newzulu Europe.

### **Newzulu USA & Canada launch**

Newzulu has established and launched Bureau operations in New York and Los Angeles, in addition to bureaus in Toronto and Montreal in support of the Company's partnership with The Canadian Press (**CP**). Newzulu Bureaus consist of local editorial resources who collaborate with the company's partners in each territory and connect with local area contributors both directly and through social media source news images and videos for global distribution and sales.

### **Technology development - mobile services & live validated video news**

Newzulu recently founded its mobile media services division, Mobizulu, building on a long term service partnership with French mobile app developer Octiplex. Mobile media is expected to continue increasing the company's audience share. In addition, global news agencies and media outlets will be able to expand their partnerships with Newzulu by engaging Mobizulu for the innovative development of their mobile apps and mobile services.

The company is preparing to launch its live validated streaming video news capability, Livezulu, which will offer traditional and digital publishers and broadcasters the capability to access and distribute to audiences moderated live video streams direct from any mobile device or personal computer. Newzulu has advanced the Livezulu platform to a stage of beta testing releases in the Newzulu New York Bureau.

### **Working capital loan agreement**

Newzulu has entered into a loan agreement with Blueroom Capital Pty Ltd, to provide A\$3,500,000 in working capital finance (**Loan**) to advance the execution of the company's business plan and the significant corporate developments outlined in this Shareholder Update.

The Loan provides the Company with working capital finance and is repayable by 31 March 2015. It is otherwise convertible at the Company's option at the higher of \$0.10 and 80% of the price of a future placement by the Company.

The Loan attracts a facility fee payable to Blueroom Capital Pty Ltd that is comprised of:

- a) 2,500,000 fully paid NWZ shares to be issued at the Company's option at the higher of \$0.10 and 80% of the price of a future placement by the Company; and
- b) 3,500,000 Options exercisable at \$0.20 expiring 3 calendar years from the date they are issued.

Should you wish to contact me directly, please email my office: [alexassist@newzulu.com](mailto:alexassist@newzulu.com)

Yours sincerely,



**Alexander Hartman**  
Executive Chairman  
Newzulu Limited

*Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid.*

For more information on MINDS International see <http://www.minds-international.com/>

For investors further information can be found on the Company's website [www.newzululimited.com](http://www.newzululimited.com)