

ASX Company Announcement | Issue Date: 23 October 2014

## **NEWZULU EXPANDS GLOBAL REACH WITH PROPOSED ACQUISITION OF FILEMOBILE**

Newzulu Limited (ASX: NWZ) is pleased to announce that it has entered into a binding agreement to acquire leading media and brand software platform company Filemobile, Inc. ([www.filemobile.com](http://www.filemobile.com)) for up to C\$5,000,000 in cash, (approx. A\$5,060,000), depending on various conditions. The acquisition of Filemobile brings with it a roster of major white-label media clients including USA Today, Fox News, Wall Street Journal, and Hearst TV, iTV, CTV, CBC, The Weather Network and Scientific American as well as global brands such as Underarmour, Cisco, Allrecipes.com and JC Penney. The senior management of Filemobile will join Newzulu's global executive team.

Newzulu Executive Chairman Alexander Hartman said of the proposed acquisition: "Newzulu and Filemobile will together form the world's foremost crowd-sourced media company. With the explosion of rich media, the combination of "always on" 24/7 news cycles and multiple communications distribution platforms, audiences require quality timely content that is constantly updated. The combination of Newzulu's and Filemobile's technologies represent an extremely powerful platform that positions Newzulu at the forefront of content delivery for many of the world's leading media companies and brands."

"The acquisition of Filemobile is consistent with Newzulu's growth strategy and further strengthens the the company's product solutions and global delivery platform. Together, the companies' online platforms achieve over 50 million unique visitors per month, 200,000 video and photo uploads per month, and will have over 8 million registered users. Following this acquisition, many of the world's leading media companies and brands including AFP, Canadian Press, The Press Association and AAP, Fox News, The Wall Street Journal, USA Today / Gannett, and Hearst TV in the USA, The Weather Network, CTV, CBC, Canadian Geographic in Canada, iTV, London Live Scottish TV, and Swiss TV (RTS) in Europe, Under Armour, Tim Hortons, Cisco, JC Penney, Honda, Farmers Insurance, Lincoln Financial, World Bank, Allrecipes.com, GAdventures and more, will utilise Newzulu's global content delivery platforms to drive engagement with their respective audiences."

## Acquisition highlights

- Filemobile's Media Factory digital platform gathers, curates and publishes rich media content used by some of the world's leading media companies and brands
- Media Factory is a Software as a Service (SaaS) platform that enables clients to rapidly launch and scale using the cloud, without software or hardware installation
- Media clients include: Fox News (USA), Wall Street Journal (USA), USA Today / Gannett (USA), The Weather Network (Canada), Hearst TV (USA), iTV (UK), London Live (UK), Network Ten (Australia), CTV (Canada), CBC (Canada), Canadian Geographic (Canada), and many more.
- Brand clients include: Cisco, Under Armour, Tim Hortons, Life is Good, JC Penney, Maxim Magazine, Wind Mobile, Molson Coors, Kraft, and many more.
- Filemobile has very strong user activity, which currently includes:
  - 50,000,000 + unique visitors per month<sup>1</sup>
  - 160,000,000 + API calls per month
  - 150,000 + photo/video uploads per month
  - 10,000,000 + media items uploaded
  - 8,000,000 + registered users

## About Filemobile

Filemobile was founded in 2006 and is headquartered in Toronto, Canada. Filemobile is a software company that provides solutions to media outlets and brands for the effective gathering, curation and publishing of user-generated content (see [www.filemobile.com](http://www.filemobile.com)). The cornerstone of Filemobile's solutions is the Media Factory family of products that provide a highly configurable platform that supports the delivery of rich media. Filemobile's Media Factory platform focuses on 4 pillars: Gather, Curate, Publish and Engage.

Media Factory enables its users to:

- **gather** content (videos, photos, audio and text) via websites, mobile, email, and Instagram;
- **curate** social content at scale
- **publish** content with broad integrations into third-party Content Management Systems (CMS), Content Delivery Networks (CDNs) and video platforms via FTP, API or RSS
- **engage** with audiences by amplifying broadcasting reach through extending interactions to multiple channels, including Facebook and Twitter.

---

<sup>1</sup> U/V is a % of parent website/apps where Filemobile functionality is deployed.

Filemobile is a leader in User Generated Content (UGC) solutions for uploading, moderating, and publishing rich media. The company has a world leading research and development team specialised in cloud services that has developed Filemobile's leading intellectual property. Senior management of Filemobile will join Newzulu as key senior management of the combined global operations of the two companies, leveraging Newzulu's global bureau infrastructure.

Filemobile's focus on customer service, product quality and reliability has attracted recognition from the likes of PROFIT Magazine, BackBone Magazine, and renowned research firm IDC, all of whom have acknowledged Filemobile's commitment to product innovation and quality. The Company continues to add to its comprehensive line of interactive SaaS products and continuously develops its proprietary Media Factory platform. Filemobile's key channel partner is Brightcove

The ongoing convergence of social computing and mobility is driving profound changes in consumer behavior and expectations. Sustained success requires a constant supply of unique and engaging content. For Filemobile customers, media outlets and brands, these challenges create a great deal of complexity in their workflows and cost structures – Filemobile provides the solutions that effectively and efficiently manage these workflows to support highly engaged audiences.

Media outlets and brand clients rely on Filemobile's tools and technologies to gather highly compelling content and deliver it across diverse media and devices. Filemobile's Media Factory platform powers solutions for a range of industries including media companies, brands, agencies, enterprises and content producers.

### **Filemobile market opportunity**

With the explosion of rich media in today's world, the market opportunity includes audience engagement across industries, enterprise communications and content marketing. It is estimated that the news and content marketing industry will generate over \$50 billion in annual revenues in the United States alone in 2014.

Filemobile enables user-generated rich-media content marketing strategies across mobile devices, social networks, network TV and the open web. Global brands, national broadcasters, and their agencies, use content marketing to create and distribute relevant content to attract, acquire, and engage a clearly defined target audience.

## **Filemobile Acquisition – Conditions**

Completion of the Filemobile Acquisition is subject to and conditional upon the satisfaction (or waiver) of a number of conditions by 31 January 2015, including but not limited to:

- no governmental entity issuing any order which prohibits the Filemobile Acquisition; and
- Newzulu obtaining all necessary regulatory and shareholder approvals, including shareholder approval pursuant to ASX listing Rule 11.1.2.

Newzulu will re-comply with Chapters 1 and 2 of the ASX Listing Rules in respect to the Filemobile Acquisition.

While Newzulu has received a number of approaches from global media groups and other strategic investors, it is the board's intention to undertake a capital raising to fund the acquisition of Filemobile as this will further build the company's sophisticated and institutional shareholder base and allow the company to fully exploit its unique global content platforms that are at the forefront of their respective industries. Further details in respect to this and regarding the proposed capital raising will be released to the market in due course.

- ENDS -

### **For further information please contact:**

Alexander Hartman  
Executive Chairman

E: [alexassist@newzulu.com](mailto:alexassist@newzulu.com)

Ronn Bechler

Investor Relations, Market Eye

P: +61 (0)400 009 774

E: [ronn.bechler@marketeye.com.au](mailto:ronn.bechler@marketeye.com.au)

### **About Newzulu**

*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. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com)*