

ASX Company Announcement | Issue Date: 23 October 2014

NEWZULU INVESTOR PRESENTATION

Newzulu Limited (ASX: NWZ) provides the following investor presentation advising on Newzulu products and services and an expanding Global Footprint.

- ENDS -

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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

NEWZULU Ltd.

(ASX:NWZ)

Investor Presentation

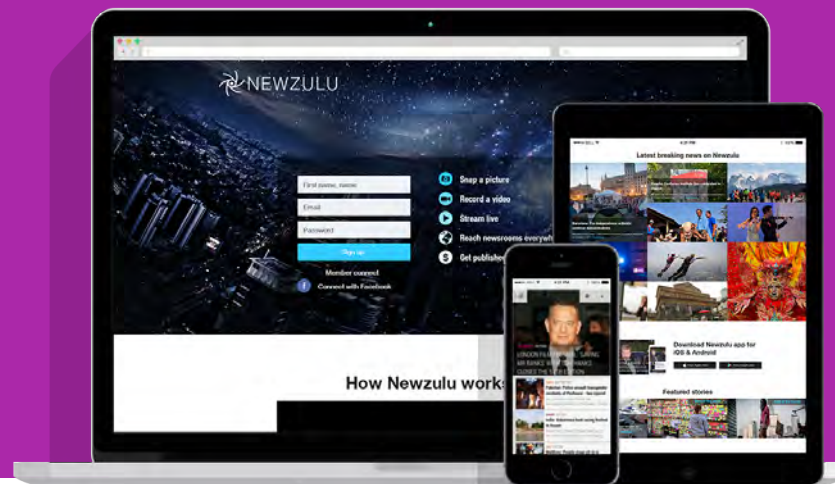
October 2014



This is Newzulu

Newzulu provides validated instant coverage of global events as they unfold.

Revolutionary newsgathering. Powerful technology. A new way of linking publishers and the public.



PRESS
ASSOCIATION

THE CANADIAN PRESS

Sponsor:

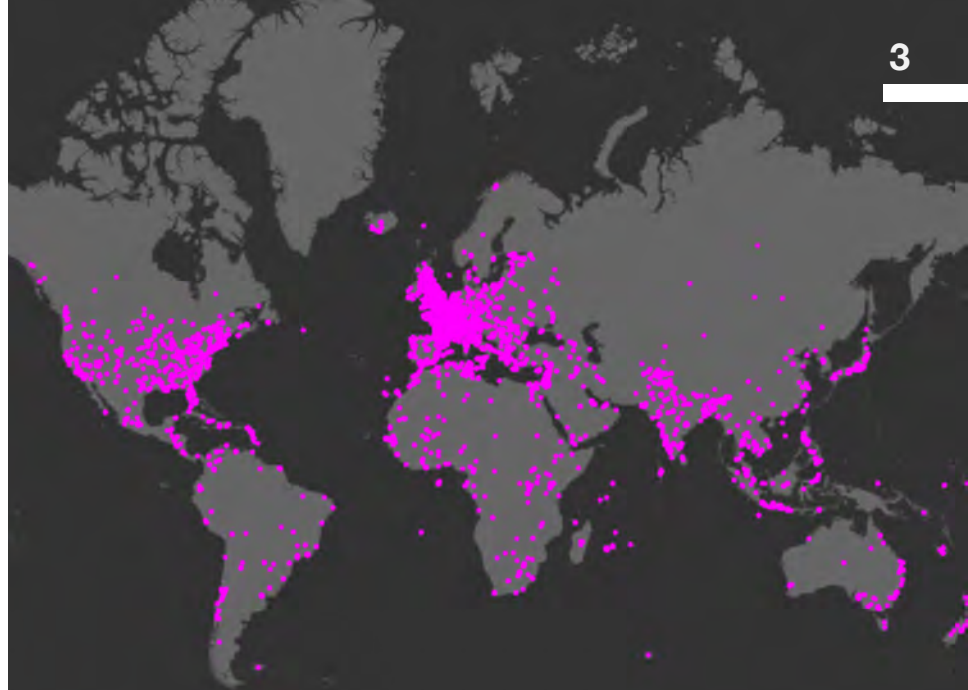




Content Contribution

Newzulu is a growing global community of citizen journalists.

Download the app. Snap a picture. Record a video. Stream live. Reach newsrooms everywhere.



Community Stats	as at 30. Sept 13	as at 30. Mar 14	as at 30. Sept 14
No. of contributors	101,091	110,285	118,428
No. of photos in DB	998,894	1,175,830	1,395,303
No. of videos in DB	35,448	41,006	44,712
No. of U/V's to SaaS platforms	285,000	1,345,000	1,827,000



Validation & Distribution

Fast, unparalleled news validation to the highest journalistic standards.



- + A powerful cloud content platform.
- + Unparalleled verification of user-generated news stories.
- + Developed in partnership with AFP.
- + Newzulu's editors validate contributions to the highest journalistic standards.
- + Verified content is made available to the world's leading news wires and multimedia agencies.



PRESS
ASSOCIATION

THE CANADIAN PRESS 

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+ Acquisition of Filemobile



Filemobile Acquisition Overview



Newzulu Ltd. has entered a binding agreement to acquire 100% of leading media and brand software platform company Filemobile Inc. for up to CAD\$ 5,000,000 (approx. A\$5,060,000)

Filemobile is a social media marketing company which provides a platform, Media Factory, for gathering, organizing, and broadcasting social content.

Media Factory is used by some of the world's most reputable brands to boost their content inventory and to reach more people through this content.

Filemobile's team of experienced professionals will provide Newzulu with additional skills to assist with the delivery of the Newzulu's business plan.



Filemobile **Highlights**

HQ in Toronto, Canada with 18 employees.

Media Factory product is a platform to gather, curate and publish rich media.

Software as a Service (SaaS) platform enables clients to rapidly launch and scale media contribution using the cloud.

Some of the world's most reputable media companies use Filemobile Technology to boost content inventory and reach more people through it.

Filemobile boasts a team of experienced professionals who draw from diverse skill sets and varied backgrounds to help their customers produce and manage compelling interactive online experiences.

Filemobile Platform Stats:

50,000,000 +
unique visitors per month*

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

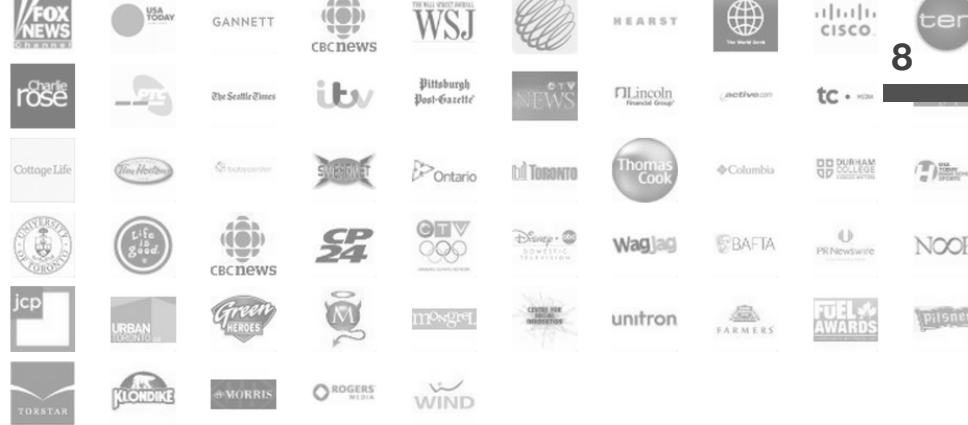
* U/V is a % of parent website/apps where Filemobile functionality is deployed.



Filemobile Clients

Media FOX News, Wall Street Journal, CBC News, USA Today, iTV, The Seattle Times, The Weather Network, Hearst TV, Pittsburgh Post Gazette, CTV, Scientific American, TC Media, RTS (Swiss TV), STV (Scottish TV) Morris Communications, London Live, Cottage Life, Canadian Geographic, Rogers Media, Charlie Rose, and many more.

Brands Under Armour, JC Penney, Cisco, Honda, Farmers Insurance, Tim Horton's, Kraft, Life is Good, Thomas Cook, Columbia, Ben and Jerry's, WagJag, Klondike, Lincoln Financial Group, Unitron, Molson / Coors, Maxim, Baby Center, Active.com, Allrecipes.com, GAdventures and many more.





Filemobile Acquisition Benefits

The acquisition of Filemobile allows Newzulu Limited to:

- + instantly penetrate the US market with access to Filemobile's extensive network and major media client roster including USA Today, Fox New, Wall Street Journal, and Hearst TV.
- + sell Newzulu's Software as a Service and white-label offerings at scale and beyond news to brands with major client rosters incl. Cisco, Farmers Insurance, Lincoln Financial and JC Penney.
- + increase contributor base & volume of content pushed to Newzulu's newswire partners for sales.
- + upgrade the existing core Newzulu platform, app, and backend with state of the art and well documented technology (developer tools, APIs and SDKs).
- + merge Filemobile and Newzulu's development expertise in platform development, cloud computing and client deployment speed.
- + harness Filemobile's specialised technology resources and talent to execute the Newzulu Live and Prime projects.
- + utilise synergies to build on Filemobile's legacy and establish together the worlds' leading crowd-sourced media company.
- + The senior management of Filemobile will join Newzulu's global executive team.



Filemobile becomes Newzulu Platform

Newzulu Platform is web-based software for gathering, organizing, and broadcasting social content.

Some of the world's most reputable media companies use Newzulu Platform to boost content inventory and reach more people through it. Newzulu Platform boasts a team of experienced professionals who draw from diverse skill sets and varied backgrounds to help their customers produce and manage compelling interactive online experiences.

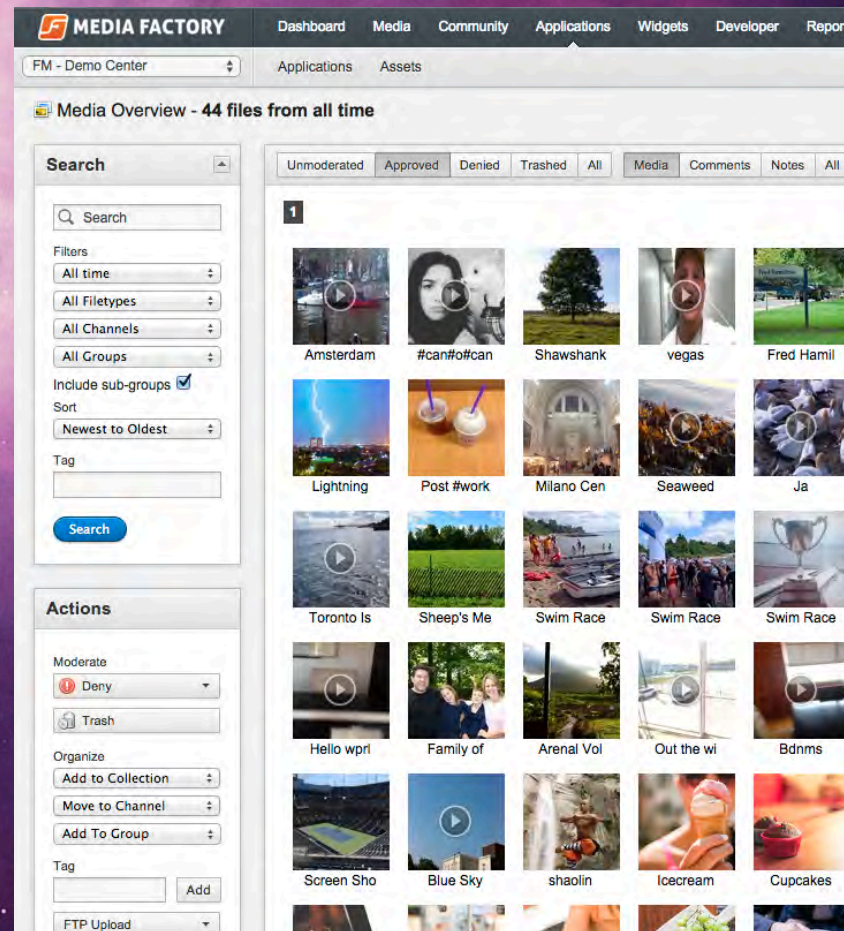




Newzulu Platform

In creating and maintaining connections with audiences, brands and publishers need a social content platform that provides both breadth and flexibility.

Used by some of the world's most reputable companies, Newzulu's Media Factory powers an extensive product suite serving both small and enterprise-level initiatives, allowing them to connect through content.





Newzulu Platform

Newzulu's software products provide website visitors with real-time, curated content, contests and promotions that drive results and drastically increase engagement.

Newzulu provides technology that powers user-generated news sites, rich media and live feed apps and a wide variety of other social contests & communities possible.



Widget Suite: an all-in-one social media marketing software that allows for instant UGC campaign deployment.



UGC News: proactively alert audiences when news breaks, so they can capture and share photos or videos as it happens.



Contests: cultivate viral sharing of content associated with any brand; create positive brand affinity in the marketplace



Community Application: cultivate and manage a community around quality content.



Rich Media Workflow: gather from the field or your desk, curate or let it flow, publish to any downstream systems.

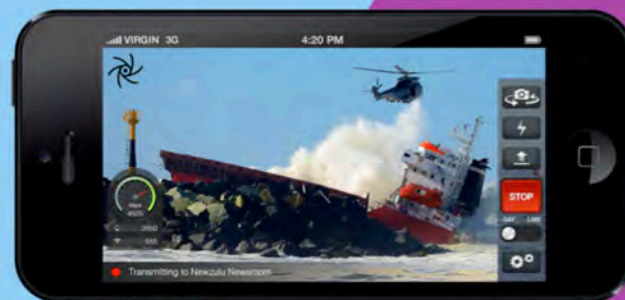



Mobile: skinnable mobile app, GPS locator, in-app push notifications, and Instagram feed extraction.

+ Newzulu Live



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**The world's largest outdoor
broadcast production crew**



Newzulu Live

Newzulu Live allows news organisations to plug into verified, pre-produced, secure live streams from citizen reporters, worldwide, 24/7.

Use the stream live on air, on the web or within any mobile application.





Newzulu **Live** Highlights



Worldwide media companies can tap into live streams by citizen journalists across the globe and launch newscalls to get the coverage they need.



Verified and validated Newzulu's editors verify contributors and validate each report to the highest journalistic standards.



Broadcast-ready Newzulu Live delivers edited, pre-produced and broadcast-ready live streams.



Secure Newzulu Live operates AirCleaner™, the most advanced profanity suppression system on the market.



Cross-platform News organizations can choose their preferred output format: web, in-app or on broadcast.

Set up a newscall

SELECT

OUTPUT

ANALYTICS

CURRENT INPUT

NEWSCALL

Category : Politics

Location : Country City

Subject :

Description :

Date : Pick a date to Pick a date

Send newscall

Bright

Contrast

Effects

1 2 3 4 5 6 7 8 EXT **DDR 1** DDR 2 TXT BKG

Next step >>

Search and
select a stream

Live validated
video news to
any device

☒ SELECT

OUTPUT

ANALYTICS

CURRENT INPUT

NEWSCALL

Sort : Most recent

Category : People

Location : Country City

Subject : type your keyword here

Person : type your keyword here

Contributor : Contributor name

Contributor Rating : 100 min: 40 100 min: 100

Date : Pick a date to Pick a date

Search

Effects :

Live :

Preview :

Bright

Contrast

Audio Simple

Advanced

Auto

Take

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+ Corporate



Our Company

Newzulu has established bureaus and beta launch operations in Sydney, Paris, London, New York, LA, Toronto and Montréal and has formed agreements and regional strategic partnerships with some of the world's largest and most prestigious press associations.



Paris

15 Rue Taitbout
75009 Paris
France

London

2 Bath Place
Rivington Street
London EC2A 3DR
United Kingdom

Sydney

Level 2
287 – 289 New South
Head Road Edgecliff
NSW 2027
Australia

New York

247 W 38th Street
Suite 1601
New York, NY 10018
United States

Toronto

340 King Street East
Suite 100
Toronto, ON M5A 1K8
Canada

Los Angeles

4th Floor
4401 Wilshire Blvd.
Los Angeles, CA 90010
United States

Montreal

4284 rue de La Roche
Montréal, QC, H2J 3H9
Canada



Board Of Directors

Newzulu is led by a highly regarded and credentialed Board of Directors and Management with in-depth knowledge, experience and relationships in the media and telecommunications sectors.



Alexander Hartman

Executive Chairman



Peter Gunzburg

Non Executive Director



Phil Kiely

Non Executive Director



Theo Hnarakis

Non Executive Director



Xavier Gouyou-Beauchamps

President, Newzulu France



Mark Pitts

Company Secretary & Non-Exec. Director



Senior Executives



Steve Hulford

Global Chief Technology
Evangelist



Dave Minogue

Global Senior Vice President,
Engineering



Olivier Corgeron

Chief Technology Officer



Craig Sowden

Chief Financial Officer



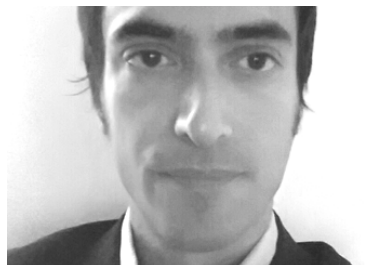
Marc Milgrom

Global Chief Operating Officer
& Managing Director, Canada



Angelo Tilocca

General Manager
Asia Pacific



Ludovic Vossovich

Managing Director
Europe



Emerald Bond

Director of Corporate
Development



Filemobile Acquisition Details

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



Pro Forma Capital Structure

Shares	Number of Shares	%
Shares currently on issue	337,396,467	99.26
Loan fee (payable on conversion or repayment of loan)	2,500,000	0.74
Total	339,896,467	100

Options	Number of Options	Exercise Price	Expiry Date
Director Incentive options	100,000	\$0.30	30-Nov-14
Employee incentive options	586,660	\$0.30	30-Jun-15
Director Incentive options	33,333	\$0.90	30-Nov-14
Options to financial advisors	666,666	\$0.90	30-Nov-15
Options to former director	500,000	\$0.30	30-Jun-17
Options to directors	24,000,000	\$0.10	30-Jun-17
Loan fee (payable on conversion or repayment of loan)	3,500,000	\$0.20	3 years from date of issue
Total	29,386,659		



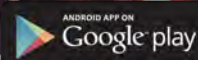
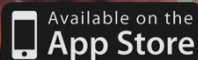
Expansion And Integration **Strategy**

The company intends 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 and synergistic global content platforms that are at the forefront of their respective industries.





Share news, get published, get paid.



For further information please contact:

Alexander Hartman

Executive Chairman

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Ronn Bechler

Investor Relations, Market Eye

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