

ASX Company Announcement | Issue Date: 21 December 2016

## **NEWZULU ADDS FUNCTIONALITY TO ITS ALL-IN-ONE UGC SOLUTION**

Newzulu Limited (ASX: **NWZ**) is pleased to announce an update to its all-in-one solution for media companies and brands to gather, manage and publish user-generated content (“**UGC**”).

Newzulu is a crowd-sourced technology and media company which facilitates the use of UGC and professional content by broadcasters, publishers and brands to create a deeper engagement with their audiences.

Two new features to Newzulu’s Social Hub make the product even more valuable to a broad range of clients. Using Newzulu’s Social Hub within Newzulu Platform, clients can now ingest content from YouTube using hashtags, as well as from Facebook using Facebook Pages. With these additions, Newzulu supports social ingest from Twitter, Instagram, YouTube and Facebook. Social posts can then be easily moderated and published to a client’s site using a do-it-yourself widget, or via an API for more advanced implementations.

Using Newzulu’s updated Social Hub, clients have a broader reach as they can launch their UGC campaigns across four major social networks, in addition to their direct UGC campaigns. Newzulu Platform provides a single solution to gather content from a variety of sources, including: mobile phones, tablets, laptop and desktop computers, professional cameras, direct email, FTP, RSS feeds, Instagram, YouTube, Twitter and Facebook. A single platform reduces client costs, saves time, and improves efficiency as they don’t have to work with multiple platforms to gather and manage content across multiple channels.

In other product news, Newzulu launched an iOS and Android mobile software development kit (“**SDK**”) that allows clients to connect to Newzulu Platform and simply manage UGC through their own mobile applications.

Updates were also made to Newzulu Platform’s Notification Center that allow any third party mobile application to integrate with it. Custom messages can also be created for these mobile apps, which provide unlimited flexibility on how these notifications can be used inside the app. Notification Center allows clients to target push notifications to their mobile app users based on geolocation and to members of specific groups, sending a clear call to action to request more content from their users.

To provide further user engagement, Newzulu Platform's software now includes email notifications that can be fully customized and branded, and automatically sent to users to notify them that there are new comments on their media. Users can opt in or out of these email notifications.

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**About Newzulu**

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content by broadcasters, publishers and brands to create a deeper engagement with their audiences. Newzulu's Platform is a web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's Creative division provides crowd-sourced, creative film and video production for the digital age. Newzulu's Content division allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in New York, Newzulu operates bureaus in Toronto, London, Paris and Lyon. Newzulu operates in partnership with Associated Press (AP), Getty Images, Tribune Content Agency and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia and other news agencies around the world.

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