



UNLOCKING VALUE THROUGH USER-GENERATED CONTENT

Newzulu Limited Overview
April 2017 | ASX:NWZ

Image: Newzulu contributor Vincent Dunogue

A BETTER FOUNDATION FOR NEWZULU

APRIL 2017 RIGHTS ISSUE AND PLACEMENT

On 19 April, 2017, Newzulu announced a fully underwritten, non-renounceable entitlement offer and placement to raise a total of \$5.83million

“This capital raise puts Newzulu on a strong footing to build on the significant momentum that we are seeing across the business. I would like to thank our shareholders who have stood by Newzulu in challenging times and are now in a position to share the much better future Newzulu sees ahead.”

Charlie Koones, the Chairman of Newzulu

A BETTER FOUNDATION FOR NEWZULU

RIGHTS ISSUE AND PLACEMENT TERMS

Fully Underwritten Rights Issue	▪ Fully underwritten non-renounceable entitlement offer to raise \$4.93m ▪ Offer is fully underwritten by Gleneagle Securities and sub-underwritten by Seven West Media, Thorney Investments, Blueroom Capital (all material shareholders of Newzulu) and TMT Partners
Price	▪ Shareholders will be entitled to subscribe for 17 new Newzulu shares for every 6 existing Newzulu shares held at the Record Date at a price of \$0.0012 per Newzulu share. This price represents: - a 70% discount to Newzulu's closing share price on Wednesday 12 April, 2017, the last trading day immediately prior to this announcement; - a 50% discount to the 30 trading day VWAP of Newzulu's shares ending on Wednesday 12 April, 2017.
Placement	▪ Newzulu will place \$900,000 with sophisticated investors at the rights issue price bringing the total amount raised to \$5.m (before fees and expenses). The placement will be made in two tranches
Purpose	▪ Proceeds of the capital raise will be used to support an increase in Newzulu's sales resources, to repay the current c.\$670,000 shareholder loan and to provide general working capital

A BETTER FOUNDATION FOR NEWZULU

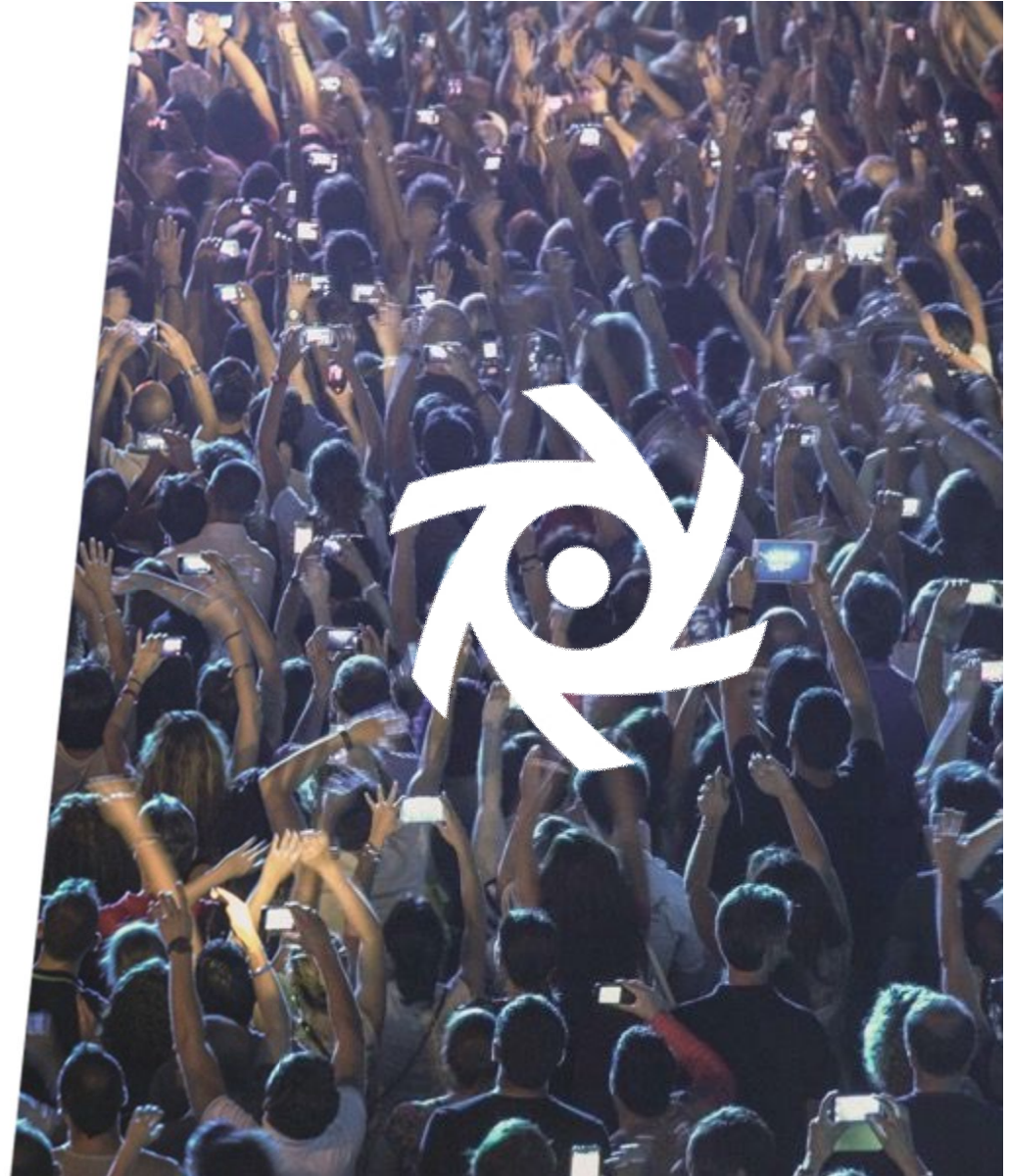
RIGHTS ISSUE TIMETABLE

The current proposed timetable for the rights issue is as follows:

KEY DATES	Date
Lodgement of Prospectus with the ASIC	27 April 2017
Lodgement of Prospectus & Appendix 3B with ASX	27 April 2017
Notice sent to Shareholders	1 May 2017
Ex date	2 May 2017
Record Date for determining Entitlements	3 May 2017
Prospectus sent out to Shareholders	5 May 2017
Closing Date	26 May 2017
Shares quoted on a deferred settlement basis	29 May 2017
Issue date for Shares. Deferred settlement trading ends.	1 June 2017
Trading of Shares issued under the Offers	2 June 2017

TODAY'S NEWZULU

The only all-in-one solution for media companies and brands to gather, manage and publish user-generated content.



NEWZULU HIGHLIGHTS



Outstanding SaaS platform

Newzulu's UGC platform is a market leader

UGC

Fast growing Market

Recognition that User-Generated Content is key to consumer engagement



Newzulu App

Game changer in gathering of UGC



Global Media

Citizen reporters in 150 countries



Growing Blue Chip Client Base

Major global clients

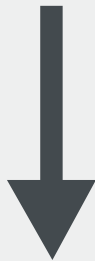


Outstanding Team

Newzulu transformed . . .

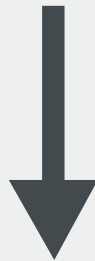
MANAGEMENT HAS COMPLETELY RESHAPED NEWZULU

TRANSFORMATION



Staff Reductions

From 84 staff to 38 staff in 12 months



\$5.4m in Cost Reductions

Operations right-sized, focus on sales and strong technology



Sales Funnel Transformed

12+ major clients in the last 12 months and an exciting pipeline



Technology Improvement

Capabilities (e.g. social media ingest and Software Dev Kit) that maintain platform leadership



GLOBAL UGC CONTINUES TO GROW AS A BUSINESS OPPORTUNITY.

Image: Newzulu contributor Mohd Hafiz Mohmad Shah

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UGC DRIVES VIEWERS

FOR CONSUMERS

- Visitors on websites that include UGC galleries spend **90%** more time on the site
- Millennials on average spend **5.4 hours** per day with UGC

Source: Salesforce, Business Wire, Nielsen

FOR NEWZULU CUSTOMERS

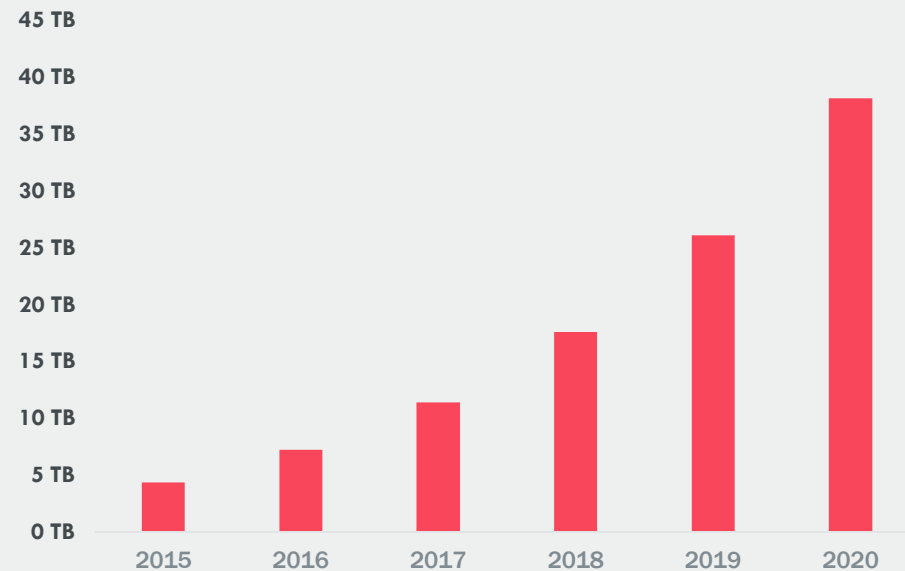
- Advertisements with UGC generate **5x** greater click-through rates
- Brands are seeking solutions to drive authenticity, with **82%** of shoppers using UGC to make purchasing decisions

NEWZULU SUPPORTS EXPLOSION IN VIDEO CONTENT

VIDEO GROWTH

- ✓ Massive growth in video
- ✓ Trend to video in User-Generated Content
- ✓ Newzulu ideally placed to capture this growth:
 - Directly (Newzulu Content)
 - For Clients, via Newzulu Platform

GLOBAL CONSUMER MOBILE VIDEO GROWTH (TB/MONTH)



CISCO 2016 VISUAL NETWORKING INDEX



NEWZULU PLATFORM

BEST-IN-CLASS TECHNOLOGY

Image: Newzulu contributor Alberto Brevers

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THE PUBLISHING AND REVENUE MODEL

NEWZULU PLATFORM

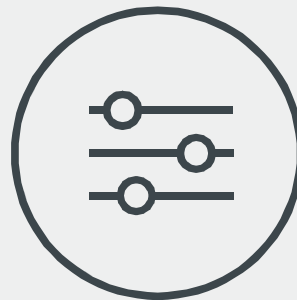
Gather



Publisher* invites consumers to upload **User-Generated Content** (photos, videos) to its site (enabled by Newzulu's platform)



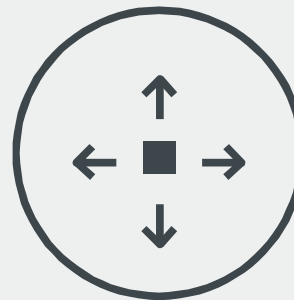
Curate



Publisher uses Newzulu's platform and its smart-filtering tools to manage and curate that **UGC** at scale



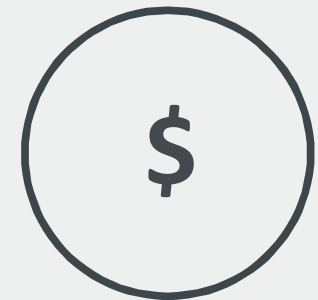
Publish



Publisher broadcasts the **UGC** on multiple channels

UGC increases the Publisher's **engagement** with its audience

Revenue



Publisher pays Newzulu a SaaS fee (which can be \$100k+ per annum depending on scale) plus a hosting fee based on content

* Typically major media companies or brands

INDUSTRY LEADING CAPABILITY

NEWZULU PLATFORM

“After extensive market research, RTL Nieuws and Buienrader chose to work with Newzulu due to its strong UGC platform and live streaming capabilities.....We’re excited to use Newzulu’s services to deepen our engagement with our online and mobile users”

Niels de Kind, Manager RTL, January 2017

RTL Group is a leading European entertainment company with interests in 60 television channels and 31 radio stations. RTL group reaches audiences around the world.

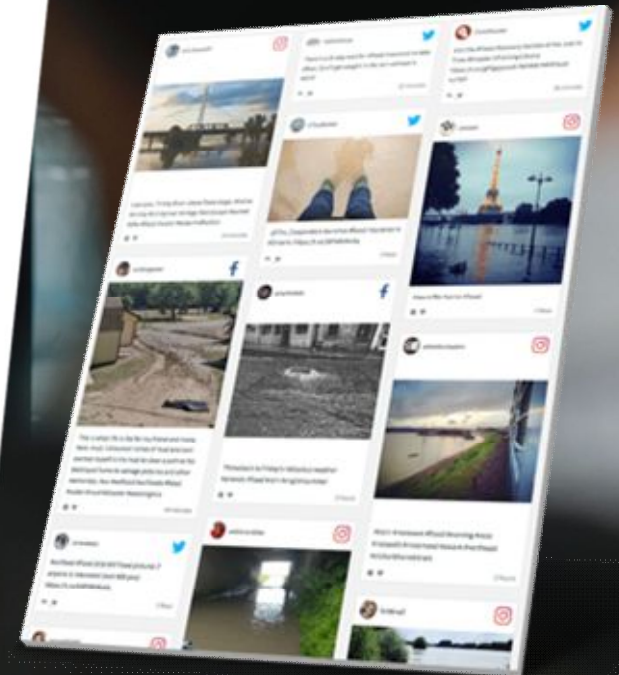


VALUABLE CONTENT INTEGRATION

SOCIAL HUB

Clients can now:

- **Ingest** content on Twitter, Instagram and YouTube using hashtags
- **Ingest** content from Facebook Pages
- **Easily manage**, moderate and publish social content to their sites



CASE STUDIES

NEWZULU PLATFORM

Case Study 1: The Weather Network

Objective:

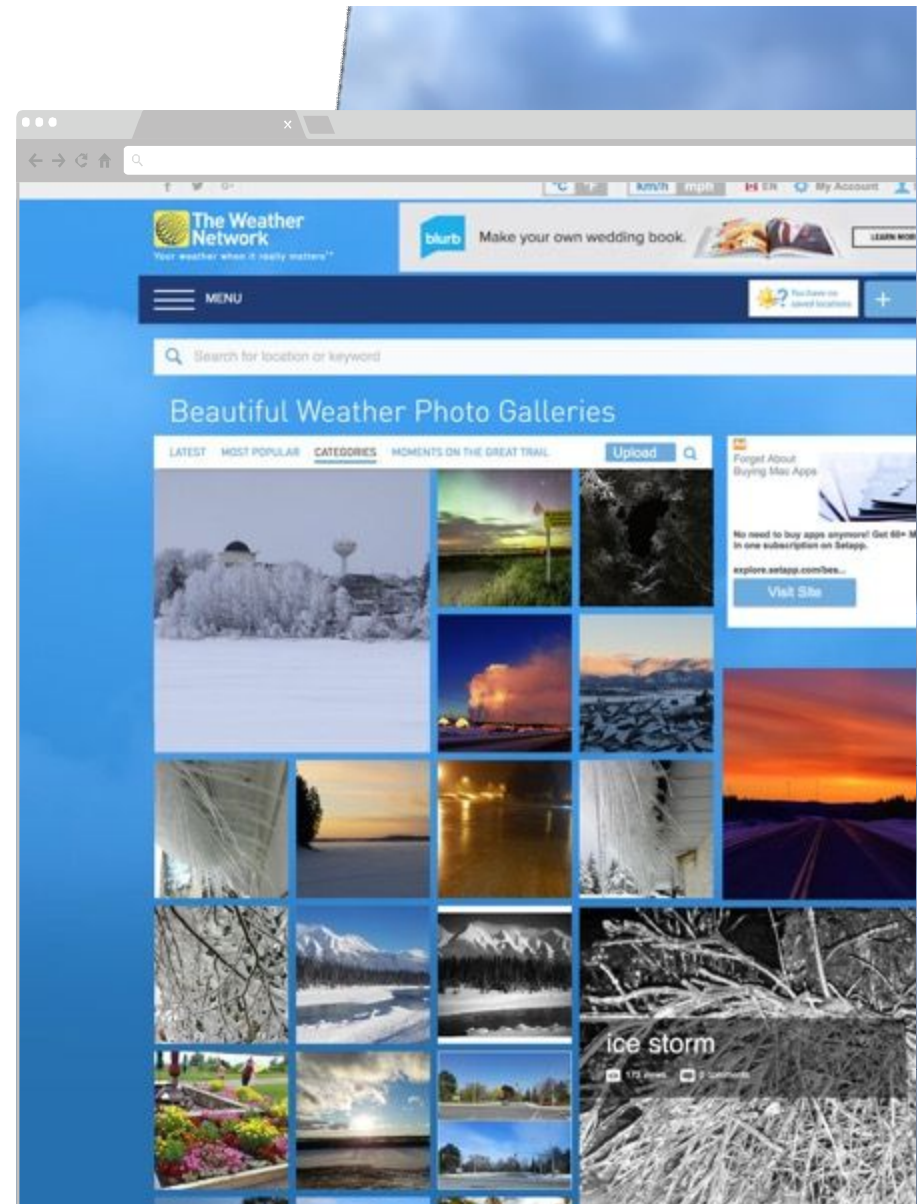
Build a community of weather enthusiasts who share photos and videos in 10,000 cities

Approach:

Newzulu's platform provides APIs, Upload Widget and Workflow to power this user-generated community

Outcomes:

- Over 300,000 people contribute to TWN's UGC platform
- UGC is now the main converter for new registrations



CASE STUDIES

NEWZULU PLATFORM

Case Study 2: Tim Hortons

Objective:

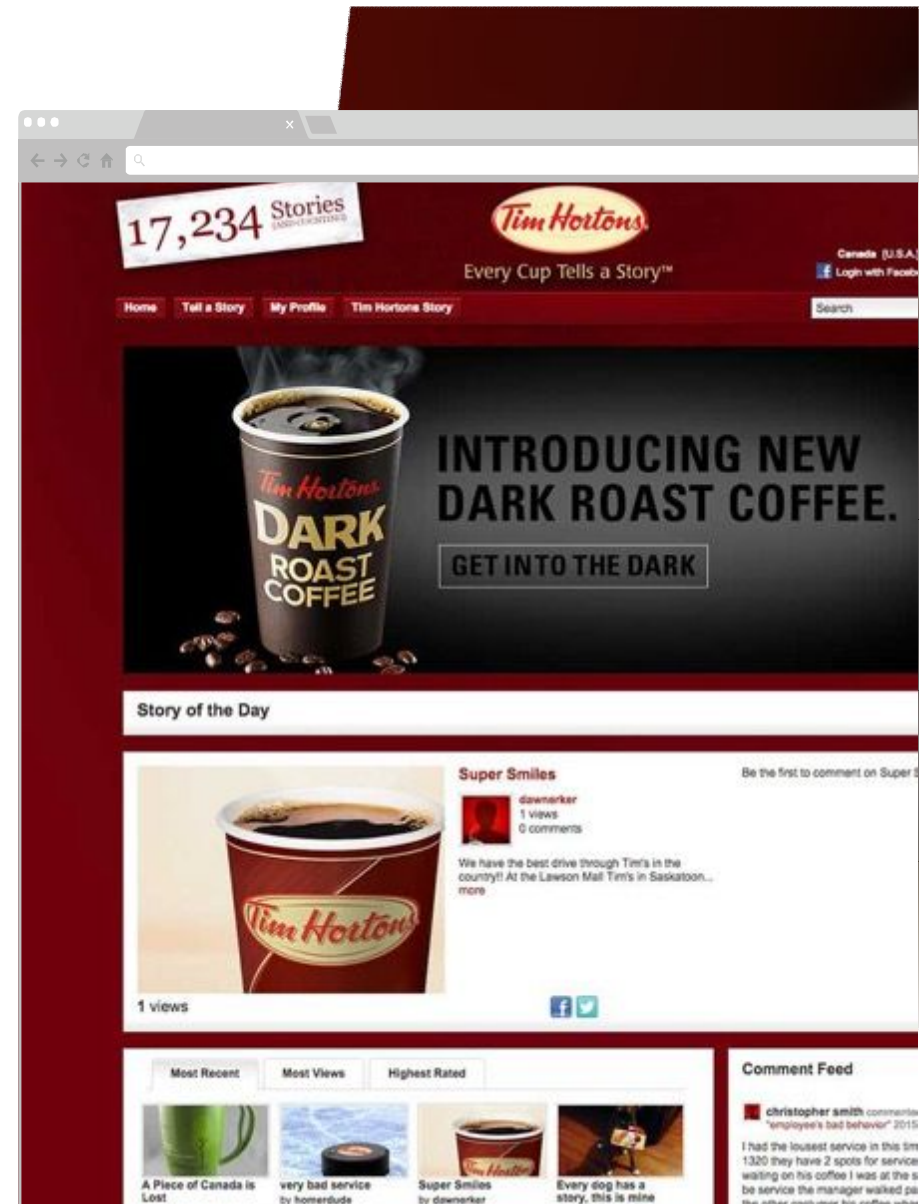
Establish a platform that showcases customers' stories and memories with Tim Hortons

Approach:

Newzulu's platform was used to develop "Everycup", a community engagement platform that allows users to share experiences

Outcomes:

- Content from UGC was used for Tim Hortons 50th Anniversary tribute
- Stories posted to Everycup have been turned into 30 second spots



A landscape photograph showing a dirt road or path leading through a field of dead, skeletal trees. The sky is bright blue with scattered white clouds. The text 'NEWZULU CONTENT' is overlaid in large white letters in the center of the image.

NEWZULU CONTENT

NO STORY OUT OF REACH

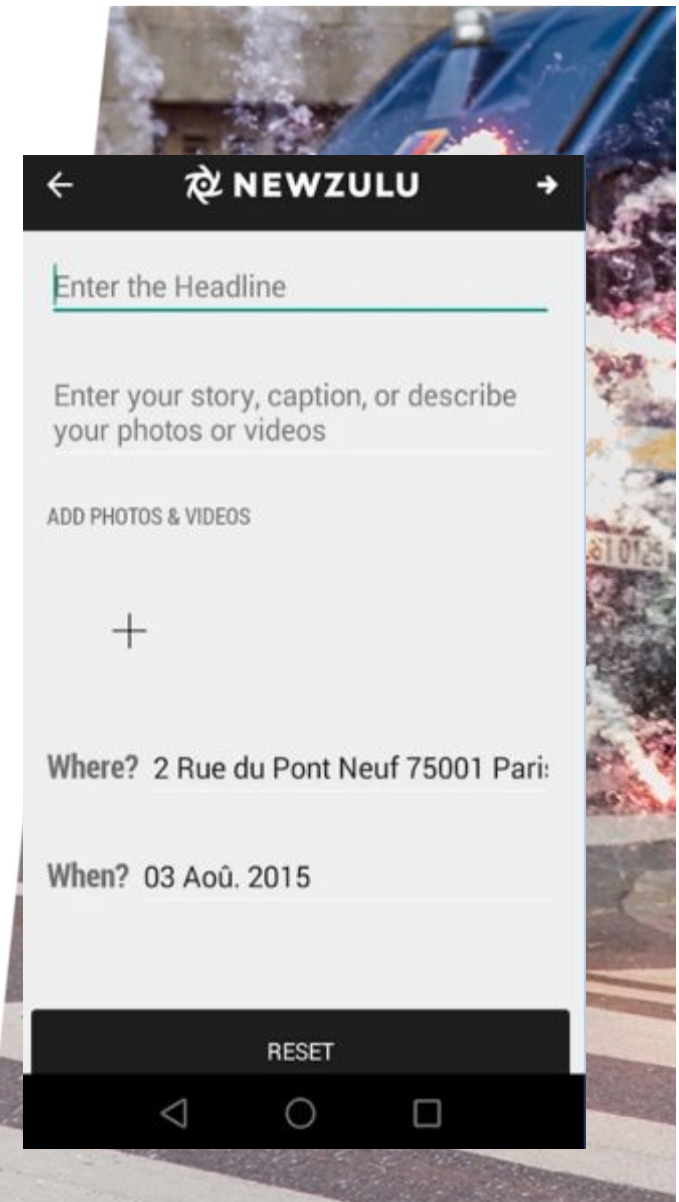
Image: Newzulu contributor Allison Sizemore

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NEWZULU CONTENT

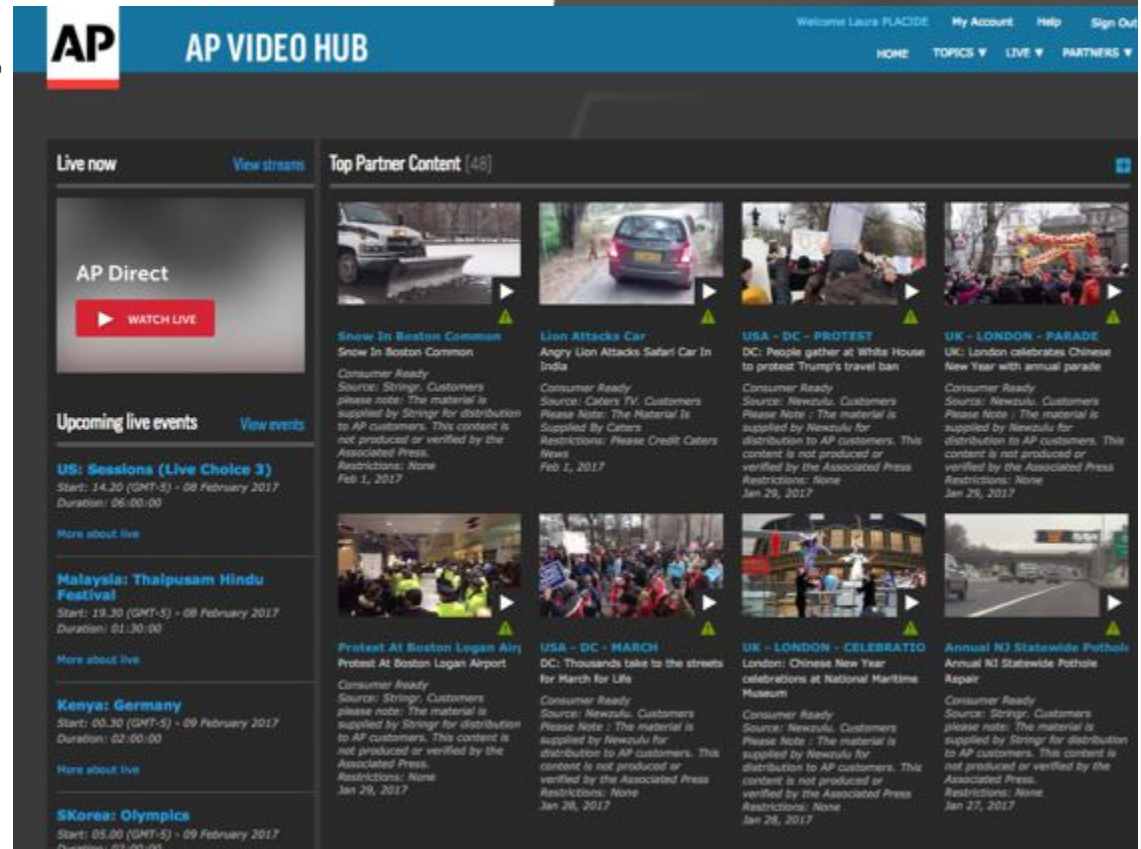
- Anybody with a **smartphone** is capable of contributing to Newzulu's growing network of freelancers, eyewitnesses and reporters in 150 countries
- Newzulu is "**where you are not**", gathering unique angles and ground-breaking news from smartphones to drones
- Videos and photos are sourced and validated to the **highest journalistic standards** and passed on to the world's leading news organisations
- A fast and cost effective method of acquiring content whilst **democratising the way stories are told**



APP MOMENTUM

NEWZULU CONTENT

- ✓ Newzulu's app gathers momentum building content and community especially in the US
- ✓ Newzulu Videos leads the AP (Associated Press) Video Hub Top Partner Content Page (see opposite)
- ✓ Delivering growth:
 - Video growth – January 2017 a record video sales month
 - Revenue growth – US revenue up 35%+ year on year



A photograph of two tigers in a lush, green forest. The tigers are standing on a grassy path, with one tiger in the foreground and another slightly behind it. They are both looking towards the right. The background is filled with dense foliage and trees.

GROWTH

MAJOR GLOBAL CLIENTS

Image: Newzulu contributor See Li

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GLOBAL CUSTOMERS

MAJOR PLATFORM CLIENTS



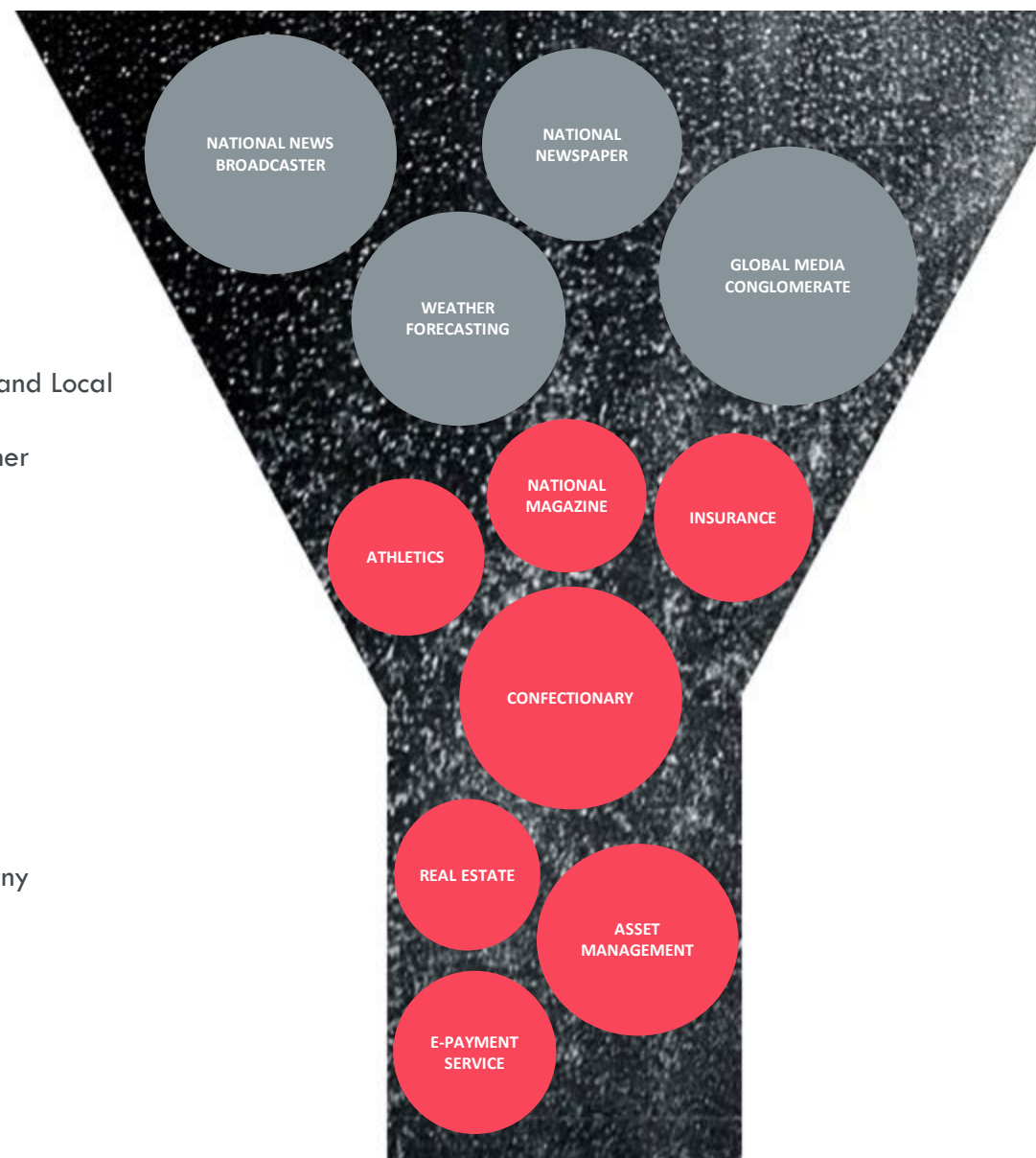
2017 OPPORTUNITIES

MEDIUM-TERM

- A media conglomerate with both National Media and Local Media
- A media company that provides commercial weather forecasting services worldwide
- A national newspaper company
- A national news broadcaster

NEAR-TERM

- A real estate company
- An athletics HD camera company
- A confectionary company
- A national magazine publisher
- A mobile e-payment services company
- An international private asset management company
- An insurance company



RECENT WINS

PLATFORM

CREATIVE

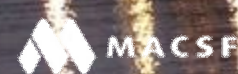


Image: Newzulu contributor Michel Garde

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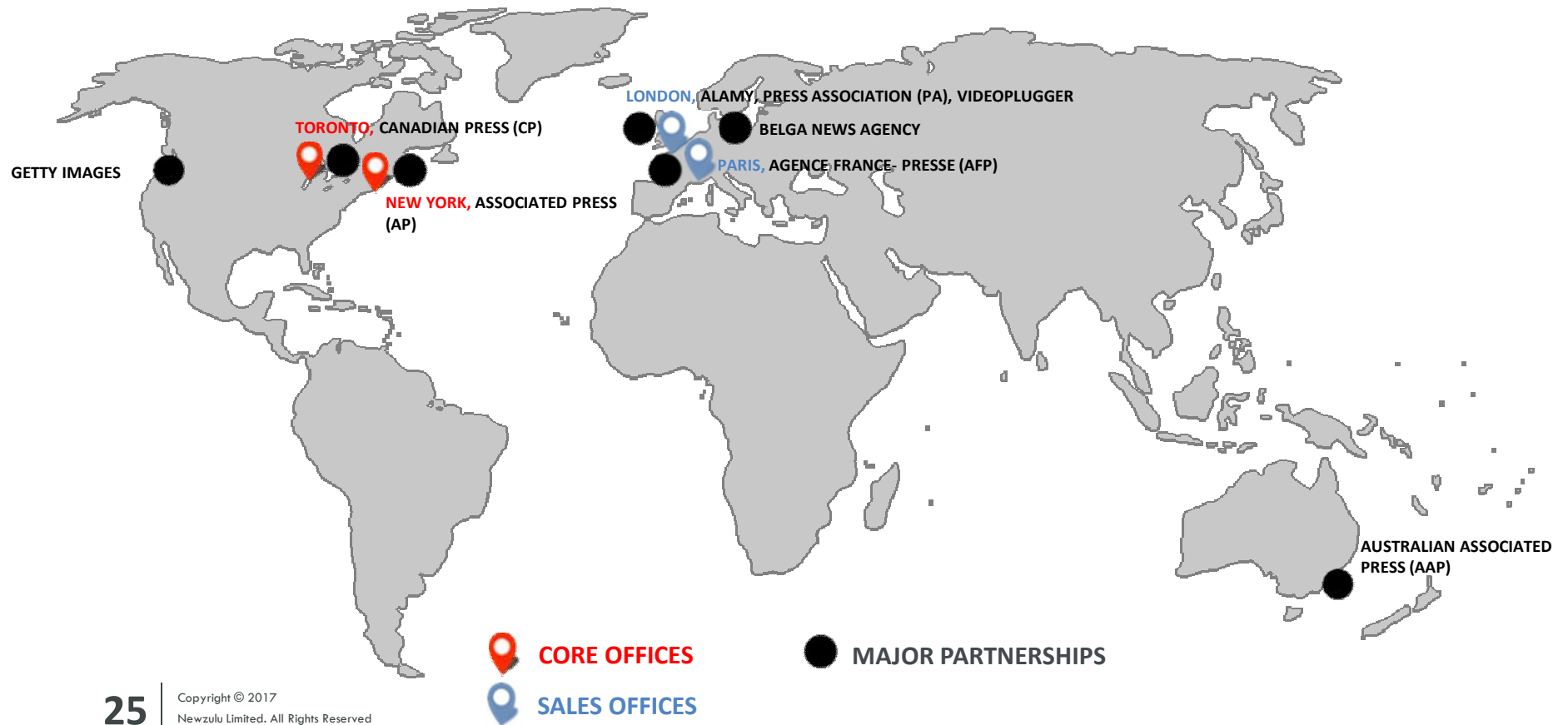
A large bonfire at night, with a flag on top. The fire is bright orange and yellow, and the flag is dark with a white bird silhouette. The word "OPERATIONS" is written in large white letters across the center of the image.

OPERATIONS

Image: Newzulu contributor Robin Mouatt

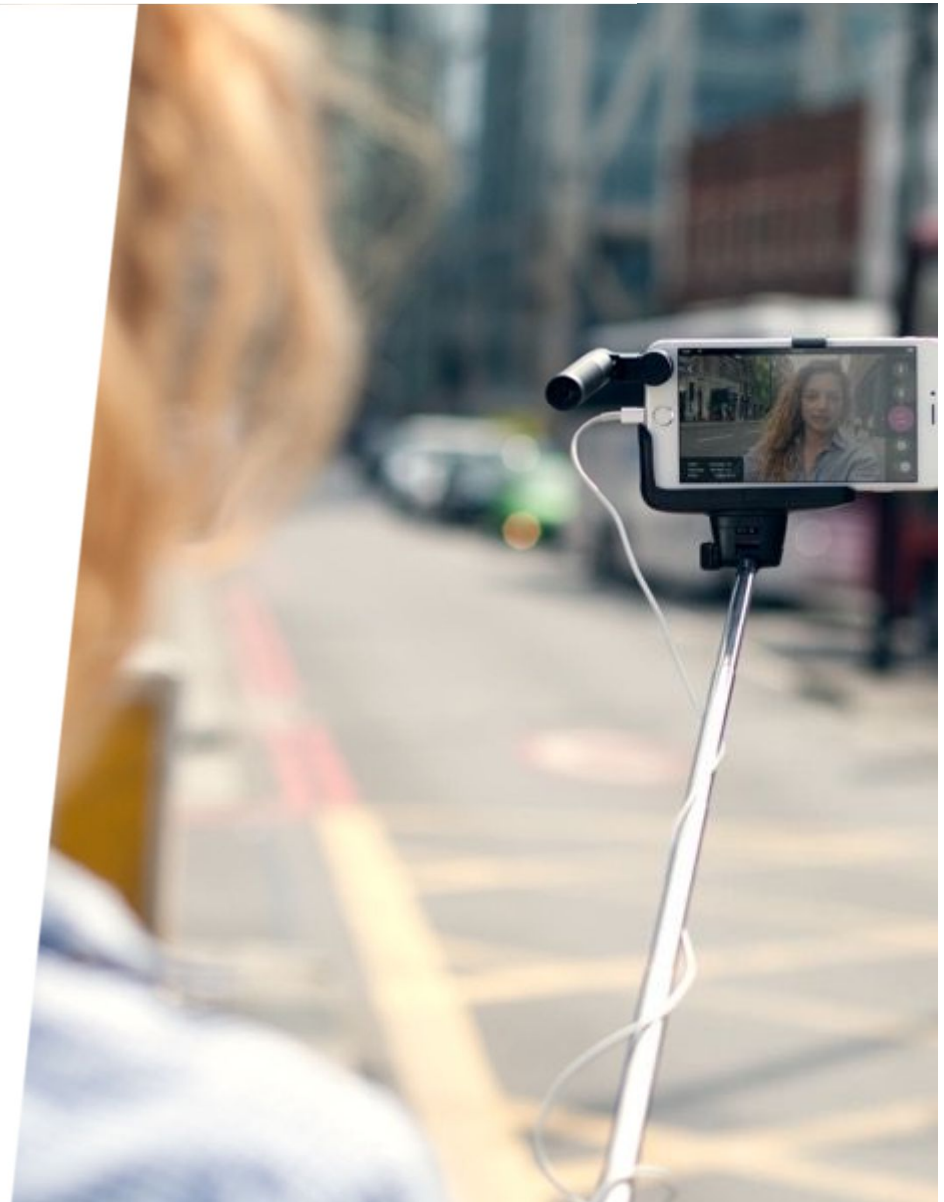
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OPERATIONS



FINANCIAL POSITION

- Growing monthly recurring SaaS revenue
- Costs dramatically reduced in second half calendar 2016
- Significantly improved financial controls and processes
- Cash on hand of \$1.6m as at 31 Dec 2016
- No financial debt (excluding shareholder loan of \$0.67m)
- Canadian Government Grant of \$300,000 (CAN) for further product development (\$100,000 remaining as at 31 March, 2017)





MANAGEMENT

EXPERIENCED, COMMITTED TEAM

Image: Newzulu contributor Alberto Brevers

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SENIOR EXECUTIVES



MARC MILGROM
CEO

As CEO, Marc Milgrom has direct responsibility for the execution of Newzulu's strategy and business plan. Marc has been with the Company in his capacity of Global Chief Operating Officer since the acquisition of Filemobile Inc. by Newzulu in February 2015. Prior to joining Newzulu, as President of Filemobile, Inc. Marc was responsible for technology and product development, finance, strategic partnerships, major accounts, client delivery and for driving strategic development with the senior management team. He was previously a tax partner of PricewaterhouseCoopers (PwC).



TOM LIEU
CFO

Tom Lieu has served as Chief Financial Officer of mobile software company Route1 having previously been VP Finance & Administration. Prior to joining Routel, Tom was the Controller of Engineering.com from 2006 to 2012. He has over 10 years of financial management experience in the technology sector. Tom is a graduate of the Honours Bachelor of Business Administration program at Wilfrid Laurier University, a graduate of the Master of Business Administration at St. Mary's University and holds a Certified Management Accountant designation.

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.



CHARLES KOONES
Independent Chairman

Highly experienced executive involved in the US and international media industry for several decades. Managing Partner of Moon Tide Media, LLC, previously served as a director of American Media Inc., The Wrap, Inc. and PaidContent.org. Formerly President and Publisher of Variety magazine and President of Reed Elsevier's RBI Entertainment Group



CLIVE DICKENS
Non-Executive Director

Mr Dickens is the Chief Digital Officer for Seven West Media and a non-executive director of Yahoo 7. Mr Dickens has over 30 years of experience in digital content and broadcast media spanning the US, South Africa, Europe, the UK and Australia. Mr Dickens has advised organisations such as Shazam and co-founded Absolute Radio for the Times of India and UK Radio Player Limited, a joint venture between UK broadcasters and the BBC.



ED WILSON
Independent Director

Mr Wilson's background includes significant tenure at some of the world's leading media companies. He has served as CEO of Tribune Broadcasting and, at various points in his career, President of FOX Television Network, NBC Enterprises and CBS Enterprises. Most recently, as Executive Chairman and CEO of Dreamcatcher Media Mr Wilson brings his distinctive knowhow and strategic perspective to emerging organisations ranging from global digital content platforms to big-data social intelligence.



JAMES BODEL
Non-Executive Director

Mr Bodel has an MBA (Executive) with the Australian Graduate School of Management (UNSW) and holds degrees in Commerce, Law and Medicine. He was Managing Director of Assess Medical Group for over eight years and is Director of Goodtime Hospitality Group and investment manager for Blueroom Capital Pty Ltd.

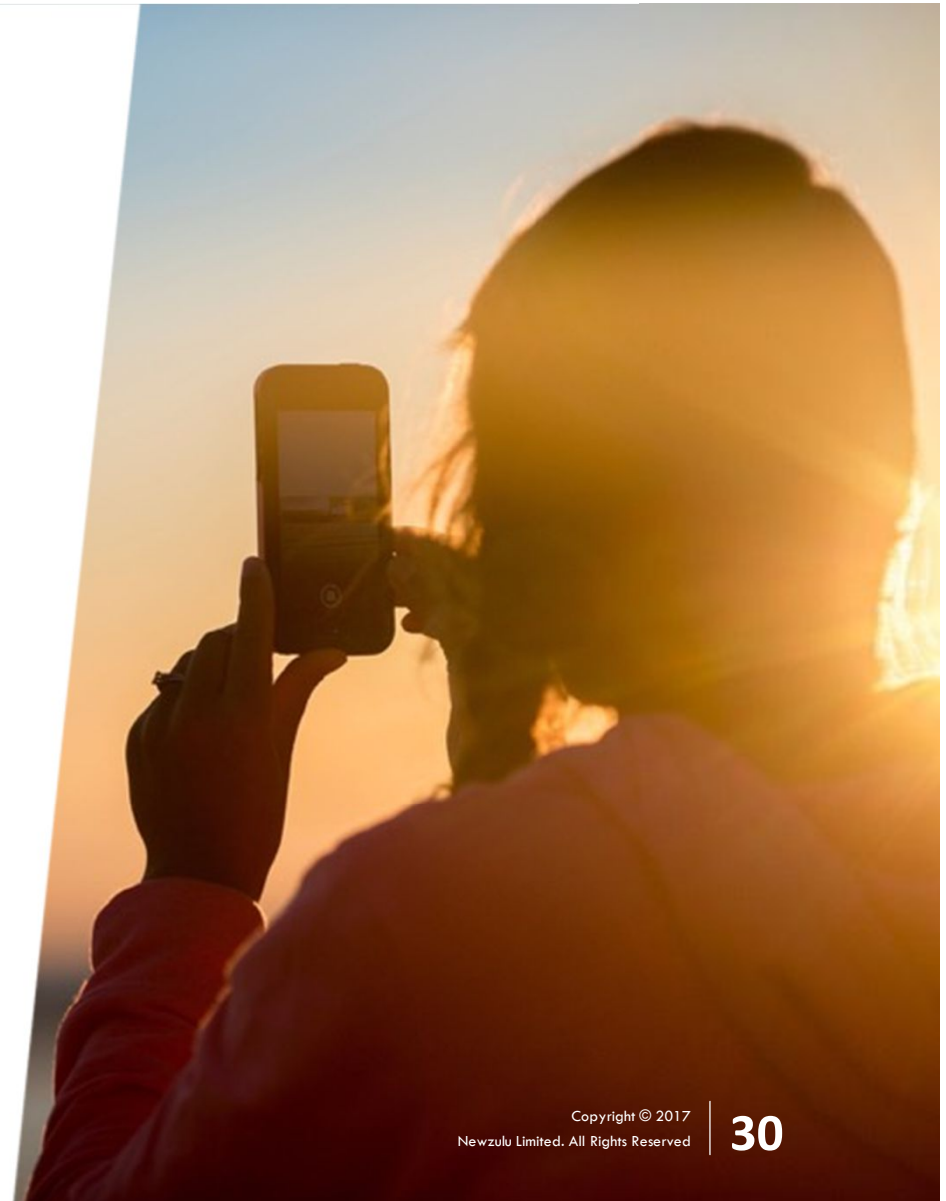


KAREN LOGAN
Company Secretary

Ms Logan is a Chartered Secretary and holds a Bachelor of Commerce from Curtin University. She has over 10 years' experience in compliance matters having held consultancy and company secretarial positions with ASX-listed and unlisted companies from a diverse range of industries. Ms Logan is an Associate of the Institute of Chartered Secretaries and Administrators, a Fellow of the Financial Services Institute of Australasia and a Graduate Member of the Australian Institute of Company Directors.

THE PATH FORWARD

- Anticipated strong sales growth as team gains traction
- Continued best-in-class platform development
- Increased cost reductions as reorganisation is completed



QUESTIONS?

CONTACT

For further information please contact:

MARC MILGROM

CEO

ceo@newzulu.com

KAREN LOGAN

Company Secretary

karen@newzulu.com

→ www.newzulu.com



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LEADERSHIP IN THE UGC MARKETPLACE

 **NEWZULU**

Image: Newzulu contributor Ann-Dee Lamour