

ASX Company Announcement | Issue Date: 26 April 2017

NEWZULU ANNOUNCES NEW SALES WINS

Newzulu Limited (ASX: NWZ) (**Newzulu**) is pleased to update on new sales and the restructuring initiative.

NEWZULU PLATFORM WINS

Newzulu continues to win new contracts and has a pipeline of opportunities that is building since its half year results to 31 December 2016, Newzulu has signed new agreements with the following companies for the licensing of the Newzulu UGC Platform:

City of Toronto

Newzulu signed a 10-month agreement with the City of Toronto for the City's 2017 Photo Contest. The City of Toronto is licensing Newzulu's UGC contest microsite application to engage with its citizens, moderate content and manage its photo campaign. The application enables the City of Toronto to customize its campaign, run different phases and have multiple rounds of voting.

National Park Foundation

National Park Foundation entered an annual contract for the Newzulu Platform to power its "Share the Experience" contest. National Park Foundation is the official charitable partner of the USA National Park Service. The Share the Experience contest is a special opportunity for outdoor enthusiasts to share their love of parks, beautiful views, unique finds, and hidden treasures of America's national parks. This project has two separate components, a public facing contest for all Americans, and an internal contest for employees of the National Park Service and related organizations.

KBS Agency

Newzulu has signed an agreement with KBS Agency in respect of a campaign for one of its clients, a major consumer packaged goods company. KBS Agency's client accepted its recommendation to use the UGC contest microsite application within Newzulu Platform to meet the client's creative and UGC needs. This project is the first for Newzulu with KBS Agency, and the company is already in discussions to expand the use of the Newzulu Platform for other clients of KBS Agency.

These wins build on success earlier in FY17. In its half year results, Newzulu announced a number of key customer wins in the first half of the year for the licensing of the Newzulu UGC Platform including Western Australia Newspapers Limited (a Seven West Media Limited company), Archant Regional Limited, Highlight Hub Inc., Ontario Centres of Excellence and RTL Nederland B.V (RTL Nieuws and Buienradar).

NEWZULU CREATIVE WINS

Newzulu Creative, Newzulu's crowd-sourced professional creative production services for commercial clients, advertising agencies and brands, continues to grow its revenue. Newzulu announced key customer wins in the first half of the financial year including MACSF, Allianz, Michelin, Lampe Berger, Carrerfour Group and Hugo & Cie,

Newzulu is pleased to announce that it has continued this sales momentum with recent wins including:

- + Roche Diabetes - Newzulu won a competitive tender for the creation and production of a worldwide TV campaign for Roche Diabetes, a major international healthcare company. The campaign will be broadcast worldwide through digital and TV channels in 2017.
- + Société Général - Newzulu Creative recently won a major tender for the creation and production of the French digital TV campaign for a subsidiary of Société Générale, a major international banking group.

SUBSTANTIAL COMPLETION OF RESTRUCTURING OF NEWZULU

Per the half-year results announcement released on 28 February 2017, management has achieved a dramatic turnaround in the cost base. While the costs are expected to fall further, the restructuring is now substantially complete. The cost base now reflects a SaaS business, a cost base comprising of 40 employees, a highly-focused technology team and global sales outlook.

- ENDS -

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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 for 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.