

ASX Company Announcement | Issue Date: 23 October 2017

## **NEWZULU WINS PROJECTS FOR NEW AND EXISTING CLIENTS**

Newzulu Limited (ASX: NWZ) (**Newzulu**) is pleased to provide an update on new sales.

Newzulu Creative, the crowdsourced professional creative production services arm of Newzulu, continues its sales momentum with the signing of several new contracts, including new clients and new projects from existing clients:

- Diana Food provides sensorial and nutritional tailor-made solutions, based on natural ingredients, to its customers in the agri-food industry around the world. A new client of Newzulu, Diana Food selected Newzulu for productions relating to a new theme for Diana Food's sustainable natural solutions. Diana Food chose Newzulu and the proposal from a filmmaker in its crowdsourced creative community for this project. Newzulu will be producing both a qualitative editorial video and a corporate video for Diana Food.
- MACSF, a professional insurance company dedicated to medical workers and students, has chosen Newzulu for two additional digital campaigns resulting from success of prior work produced by Newzulu for it. MACSF chose one of the many production proposals presented from Newzulu's crowdsourced creative community. The new projects include the production of videos in relation to upcoming online campaigns for MACSF, targeting awareness within the medical industry in relation to the impact of automobile accidents.
- Edmond de Rothschild, an international banking group, called on Newzulu for a second time to produce an animation video promoting its new Income Europe Investment Fund. The proposal was chosen from a selection of those received from motion designers from within Newzulu's crowdsourced creative community. The campaign will be published digitally in the US, UK, France and Italy.

"The repeat business we're seeing from Newzulu Creative's existing client base is validation of the quality of our crowdsourced production services," said Marc Milgrom, Newzulu CEO. "More companies are learning about our crowdsourced production capabilities, and the value our model produces, and we're excited to welcome new clients to Newzulu."

- ENDS -

**For further information please contact:**

Marc Milgrom  
CEO  
E: [ceo@newzulu.com](mailto:ceo@newzulu.com)

Karen Logan  
Company Secretary  
E: [karen@newzulu.com](mailto:karen@newzulu.com)

**About Newzulu**

Newzulu is a crowdsourced 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 crowdsourced, 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 also operates in Toronto, London, and Paris. 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).