

ASX Company Announcement | Issue Date: 16 November 2017

CHAIRMAN'S AGM ADDRESS

Newzulu Limited (ASX: NWZ) (**Newzulu**), a global crowd-sourced technology and media company, is please to present a copy of the Chairman's Address to be made at the Annual General Meeting commencing 9:00 am today.

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 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 also operates in Toronto, London, Paris and Sydney. 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.

2017 Annual General Meeting

Chairman's Address

Good morning and welcome to the Annual General Meeting of Newzulu.

The Company's 2017 financial year was one marked by the transformation of our corporate organisation, further development of our market-leading content platform, increased financial stability and a laser focus on sales and marketing results.

The Newzulu platform represents the world's best solution for media companies and brands to ingest, manage and republish user-generated content (UGC). Through the course of 2017, our team made significant upgrades to the platform to provide even greater value for our clients. The upgrades include the completion of Social Hub, which allows our clients broader reach as they launch UGC campaigns across leading social networks including Facebook, Instagram, Twitter and YouTube.

Additionally, over the course of 2017, the Company has made significant strides with Newzulu Creative, our crowd-sourced video production capability for brands. Creative revenue has grown nearly 53% in the past 12 months for this product line, reflecting strong market demand for our service. Further, our large volume of repeat customers shows that our Creative marketplace is filling a valuable need for brands looking to connect with video creators.

Most importantly, the Company has invested significantly to create a best-of-breed sales and marketing organisation. Lead by new sales Vice President Anthony Ruggiero, the improved organisation has gained strong traction as evidenced by recent sales wins including The Green Room, The Ontario Centres of Excellence, Diana Foods, MACSF and Edmond de Rothschild.

Additionally, we are pleased to announce that the Company will be developing a custom application for Seven West Media to power user generated content at leading sporting events including The Australian Open Tennis Tournament, The Winter Olympics and The Commonwealth Games. We believe the Company's more focused sales culture, our investment in our sales force and the leadership of our platform will result in strong, long-term revenue growth.

Newzulu is today in a solid relative financial position following a capital raise of \$5.84MM completed in early June of this year. Due to strong financial management, the company's current burn rate is below year to date budgeted levels. Coupled with a record sales pipeline, The Company finds itself favourably positioned to achieve its objectives which Marc Milgrom will address in detail momentarily.

At this meeting last year, I spoke to you about the significant restructuring the Company had undertaken. As that restructuring has taken hold under Marc's capable direction, today we are a new organisation indeed, with strong leadership, a solid balance sheet and the most significant prospects for growth that the Company has ever seen. To reflect these changes, today we will vote to change the name of our company from Newzulu to CrowdSpark. CrowdSpark reflects the value we bring – crowd-sourced user generated content and the spark that such content brings when delivered via our world class platform. The name change also reflects our transformation to a strong, lean, growing, global technology leader – CrowdSpark is unrecognisable from the Newzulu of 2016.

Beyond a brand change, today we will move to consolidate the vast number of shares we have in the marketplace. We believe this share consolidation of two hundred to one will add to the liquidity of our shares and open CrowdSpark to a wider range of potential investors. This consolidation has been supported by shareholders large and small across our registry.

As we look to strengthen our organisation at all levels, it is my pleasure to introduce the newest member of our board of directors, Mr. Chris Adams. An Australia-based American media & technology executive, Chris brings a unique perspective to our board. We look forward to his strategic and market-facing contributions to the Company.

Across the world, media consumption habits are changing. Major media companies are seeking authentic, cost-effective ways to entertain and engage with their valuable audiences. And brands of all types are becoming publishers in their own right, producing and distributing content that makes durable connections with their customers. The new CrowdSpark is focused on helping an ever increasing number of these companies innovate, compete and Connect Through Content.

I would like to now hand over to our CEO Marc Milgrom to provide greater detail and context on the developments at CrowdSpark.