

ASX Company Announcement | Issue Date: 13 December 2017

CROWDSPARK'S TECHNOLOGY TO BE THE UGC ENGINE FOR DRIVE AND THE MOTOR REPORT

CrowdSpark Ltd (ASX: CSK) (**CrowdSpark**) is pleased to provide an update on new sales.

CrowdSpark, the all-in-one solution for brands and media companies to build connections and community by gathering, managing and publishing user-generated content (**UGC**), continues on its path of new sales of the CrowdSpark UGC Platform.

Drive and The Motor Report

Drive



CrowdSpark signed an annual contract for the CrowdSpark UGC Platform to be the video, photo and community engine on Drive.com.au (**Drive**) and TheMotorReport.com.au (**The Motor Report**), two of Australia's leading online providers of automotive buy/sell services and information.

Drive is Australia's most authoritative source of information for consumers researching to buy a new car, and also for motoring enthusiasts that want the latest news. Drive is also a destination for those like-minded enthusiasts with entertaining features on the latest in technology, events and places to enjoy driving your car.

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The Motor Report is an independent automotive online resource for new car buyers, providing unbiased, accurate, expert and considered information so that making the right vehicle purchasing decision for your needs and budgets is easy.

Drive and The Motor Report will be using a broad array of CrowdSpark services on their websites and related mobile applications, including: upload, gallery and slideshow widgets; use of CrowdSpark's application programming interface (**APIs**) to build a more custom experience; and CrowdSpark's mobile software development kit (**SDK**) for integrating UGC functionality into their mobile applications. The license includes CrowdSpark's Notification Center, to know where mobile users are and request timely, relevant content. Drive and The Motor Report will also be using CrowdSpark's Social Hub to ingest, moderate and publish social content from Facebook pages, as well as hashtag content from Instagram, Twitter and YouTube. The license also includes the use of the company's Reporter Kits, for their Reporters to quickly and easily submit videos and photos using a smartphone from wherever they are, back to the CrowdSpark Platform for the content to be curated and published to multiple destinations such as their websites, mobile applications and social accounts.

Commenting, Darren Anderson, Chief Commercial Officer of Drive and The Motor Report, said, "The addition of best-in-class UGC capabilities across our websites and mobile apps will increase video content on site and provide that much more of an engaging experience for our users. The CrowdSpark functionality provides us with additional ways for users to learn, interact, buy and sell, enabling users to interact with each other and our automotive specialists. It's all about providing value to users, through our research and journalists, and by allowing users to participate, connect with, and learn from, each other. We see UGC and an engaged automotive community as key to our strategy."

Commenting, Marc Milgrom, CrowdSpark CEO, said, "Given their prominence in the automotive market, we're excited to be chosen by Drive and The Motor Report to enhance their customer offering. The CrowdSpark Platform is a great fit to meet their various needs with our 'all-in-one' solution."

- ENDS -





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About CrowdSpark Ltd (ASX:CSK)

CrowdSpark is an all-in-one solution for brands and media companies to build connections and community by gathering, managing and publishing user-generated content. CrowdSpark's Platform is web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. CrowdSpark's Creative division provides crowd-sourced, creative film and video production for the digital age. CrowdSpark'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, CrowdSpark also operates in Toronto, London, Paris and Sydney. CrowdSpark operates in partnership with Associated Press (AP), Getty Images, 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.crowdspark.com.

