

ASX Company Announcement | Issue Date: 5 December 2014

NEWZULU APPOINTS FILEMOBILE EXECUTIVES TO SENIOR MANAGEMENT TEAM

The Board of **Newzulu Limited (ASX: NWZ)** is pleased to announce that the Company has entered long term agreements with key senior executives of Filemobile to join Newzulu as key, senior members of Newzulu's global management team.

"I am confident that the appointment of Marc, Steve and Dave to key executive roles at Newzulu globally will bring exceptional talents and capabilities to the Newzulu team. I am delighted with our progress developing the significant opportunities that arise from our proposed acquisition of Filemobile."

The senior executive appointments seek to capitalise on the commercial opportunities arising from the combined global operations of Filemobile and Newzulu and leveraging Newzulu's existing team and global bureau infrastructure.

The executive appointments will take effect 1 January 2015 subject to certain conditions precedent including, completion of the acquisition of Filemobile.

Mr. Marc Milgrom

Global Chief Operating Officer & Managing Director, Canada

Mr Milgrom is responsible for technology (the development team and product), finance, strategic partnerships, major accounts, client delivery and for driving strategy development with the senior management team at Filemobile. He has a proven track record of delivering profitable revenue growth through strategic vision, leadership and execution. Mr Milgrom has senior corporate development experience primarily in the technology, entertainment and life sciences industries.

Prior to joining Filemobile, Mr Milgrom was a tax partner of PricewaterhouseCoopers (PwC) with a full client practice and in that role he was the senior relationship partner on major accounts, lead the firm's business transformation, knowledge management, Internet, and Web 2.0 initiatives. He was also a member of PwC's Leadership Team that managed its Canadian affiliate firm.

Mr Milgrom was called to the Ontario Bar in 1986, having completed a Doctor of Jurisprudence (J.D.) at the University of Toronto. He is a member of the Canadian Bar Association and the Law Society of Upper Canada.

Mr Milgrom also holds senior community involvement roles including positions of member of the Board of Trustees Research Committee of University Health Network and of the Board of Directors of the Arthritis Research Foundation, having recently stepped down as Chair of the Board.

As part of his compensation and subject to shareholder approval, Marc Milgrom will be issued

- 250,000 Performance Rights; and
- 5,000,000 Options.

Mr. Steve Hulford –

Global Chief Technology Evangelist

Mr Hulford's role at Filemobile has evolved from a product focus during the early stages of the business to managing sales and marketing, with a focus on driving revenue. Having a passion for combining sales and product development to deliver great products with great user experiences, Mr Hulford continues to provide strategic insight into the product roadmap for Filemobile.

Prior to co-founding Filemobile, he was a co-owner of PoolExpert.com which was purchased by Rogers Communications in 2008 and prior to that founded Fantasy Sports Network in partnership with Molson/Coors. Filemobile is Mr Hulford's third Internet start-up venture in ten years.

His previous roles include the VP of Sports Products and Bell Globe Media where he ran TSN.ca and RDS and Client Relationship Manager at IBM, and Independent Documentary Filmmaker.

Mr Hulford completed a Bachelor of Arts at the University of Toronto.

As part of his compensation and subject to shareholder approval, Steve Hulford will be issued

- 150,000 Performance Rights.

Mr. Dave Minogue**Global Senior Vice President, Engineering**

Mr Minogue is responsible for managing the development and operations teams at Filemobile while constantly improving a multi-tenant system and using the cloud to provide redundancy and scalability. Prior to Filemobile, Mr Minogue spent 10 years at Yahoo!, most recently as an engineering manager. He also worked for several technology companies in developer roles.

Mr Minogue completed a Bachelor of Science (Computer Science) at the Laurentian University.

As part of his compensation and subject to shareholder approval, David Minogue will be issued

- 150,000 Performance Rights

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About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid.

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