

NEWZULU Ltd.

(ASX:NWZ)

Newzulu Investor Presentation

Capital Raising | January 2015





This is Newzulu

Newzulu is a media company that provides coverage, content and technology to news agencies, publishers and brands around the world.

- Revolutionary content gathering
- Validated stories
- Powerful digital technology
- Connecting news agencies, publishers and brands with the public.



Strength
in numbers



Newzulu Value Proposition



Editorial

Newzulu enables a 150,000-strong community of contributors to report the news as it breaks. It verifies and publishes their stories, and connects them with the world's leading news agencies.



Platform

Connecting through content has never been easier. Newzulu's platform is a user-generated content powerhouse built to scale content and audience engagement for brands and media companies.



Live

Newzulu Live is the world's first crowdsourced news live-streaming service. It allows news outlets to plug into secure, verified live-streams provided by Newzulu's community of citizen reporters, around the clock and across the globe.



Prime

Newzulu Prime takes video production into a new era. Prime's revolutionary platform allows clients to tap into the hive mind of the world's leading video producers, editors, directors and creative minds.

Newzulu Editorial

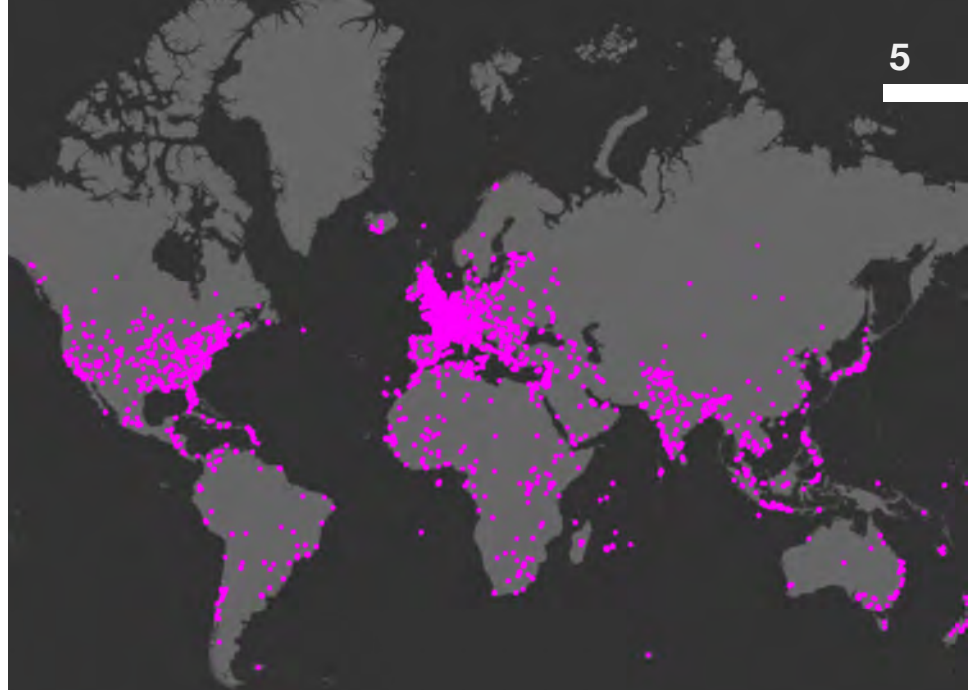
No story out of reach



Reporter Community

Newzulu has grown a global community of journalists, reporters, photographers in 150 countries in the last 8 years.

Contributors download the app, take photos, record video or stream live and reach newsrooms everywhere.



Community Stats	as at	as at	as at
	30. Sept 13	30. Mar 14	30. Sept 14
No. of contributors	101,091	110,285	149,428
No. of photos in DB	998,894	1,175,830	1,395,303
No. of videos in DB	35,448	41,006	44,712
No. of U/V's	285,000	1,345,000	1,827,000



News Validation

Fast, unparalleled news validation to the highest journalistic standards



- A powerful cloud content platform
- Unparalleled verification of user-generated news stories
- User trust ratings
- Developed in partnership with AFP
- Newzulu's editors validate contributions to the highest journalistic standards
- Verified content is made available to the world's leading news agencies and multimedia agencies



News Syndication

Newzulu has formed exclusive regional content distribution partnerships with some of the world's leading news agencies and multimedia agencies.



**PRESS
ASSOCIATION**

THE CANADIAN PRESS 



Newzulu Verticals

Newzulu Air

Sky-high news and content gathering - delivered by drones. e.g. recent “Kangaroo vs. Drone” video with 2.3M + YouTube views and sales to major TV news outlets worldwide.

Boomzulu

Crowdsourced showbiz news, from the glitz of the red carpet to the bright lights of the big city.

Sportzulu

Crowdsourced news and content from local, national and global sports events.



Newzulu Platform

Connect through content



Newzulu Platform

Newzulu Platform is web-based software for gathering, organising, and broadcasting user-generated content.

Newzulu Platform enables clients to gather, curate and publish rich media at scale.

Used by the world's leading media companies and brands to boost content inventory and reach more customers.

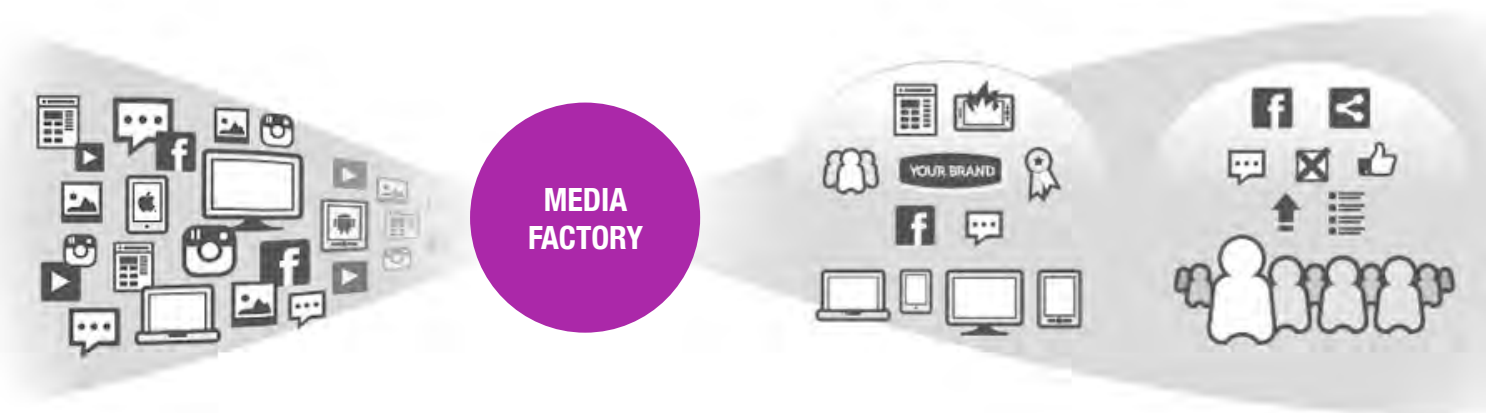
Delivers exceptional reach and engagement compared to traditional paid media content.





How Our Platform Works

Sourcing and curating audience-generated content to connect companies and their customers



Gather

Media Factory sources and collects fresh, relevant photos, videos and other social content that engages your audience.

Curate

Use smart-filtering tools to moderate, group, channel and tag content into meaningful collections.

Publish

Get broader value from your curated content by publishing content to websites, social networks, mobile, broadcast and print.

Amplify

Engage your audience with social activities that increase page views and time spent on site.



Platform Solutions

Newzulu's software as a service (SaaS) products provide website visitors with real-time, curated content, contests and promotions that drive results and drastically increase consumer engagement.



Widget Suite: an all-in-one social media marketing software that allows for instant UGC campaign deployment.



Contests: cultivate viral sharing of content associated with any brand; create positive brand affinity in the market.



UGC News: alert audiences when news breaks, so they can capture and share photos or videos as the story unfolds.



Community Application: cultivate and manage a community to promote and source quality content.



Rich Media Workflow: gather content in the field or at your desk, curate or publish directly to any downstream systems.



Mobile: customisable mobile app, GPS locator, in-app push notifications, and Instagram feed extraction.



Clients & Stats

Media FOX News, Wall Street Journal, CBC News, USA Today, iTV, The Seattle Times, The Weather Network, Hearst TV, Pittsburgh Post Gazette, CTV, Scientific American, TC Media, RTS (Swiss TV), STV (Scottish TV) Morris Communications, London Live, Cottage Life, Canadian Geographic, Rogers Media, Charlie Rose, and many more.

Brands Under Armour, JC Penney, Cisco, Honda, Farmers Insurance, Tim Horton's, Kraft, Life is Good, Thomas Cook, Columbia, Ben and Jerry's, WagJag, Klondike, Lincoln Financial Group, Unitron, Molson / Coors, Maxim, Baby Center, Active.com, Allrecipes.com, GAdventures and many more.

Newzulu Platform Stats:

50,000,000 +
unique visitors per month*

160,000,000 +
API calls per month

150,000 +
photo/video uploads per month

10,000,000 +
media items uploaded

8,000,000 +
registered users

* U/V is a % of parent website/apps where Newzulu functionality is deployed.

Newzulu Limited | Investor Presentation | Capital Raising | January 2015

Newzulu Live

The world's largest outdoor broadcast production crew



Newzulu Live

Newzulu Live allows news organisations to plug into verified, produced, secure live streams from citizen reporters, worldwide, 24/7.

Available to stream live on air, on the web or within any mobile application.

Launching globally in 2015 through partnerships with major news agencies.





Newzulu **Live** Highlights



Worldwide media companies can tap into live streams by citizen reporters across the globe and launch newscalls to get the coverage they need.



Verified and validated Newzulu's editors verify contributors and validate each report to the highest journalistic standards.



Broadcast-ready Newzulu Live delivers edited, pre-produced and broadcast-ready live streams.



Secure All streams are “cleaned” according to set editorial guidelines, no profanity, no nudity.



Cross-platform News organisations can choose their preferred output format: web, in-app or on broadcast.



Newzulu Live Suite

Live Suite is a cloud based live streaming suite where our clients and partners request coverage and subscribe to live channels featuring live produced footage from citizen reporters around the globe.

Plugins further allow our clients to extend Live Suite functionality to their own reporter network or freelancer community.





Live Suite Features



Coverage Requests

Get the live coverage you need and mobilise reporters to locations of interest.



Stream Collection

Gather streams from smartphones, webcams and internet protocol cameras.



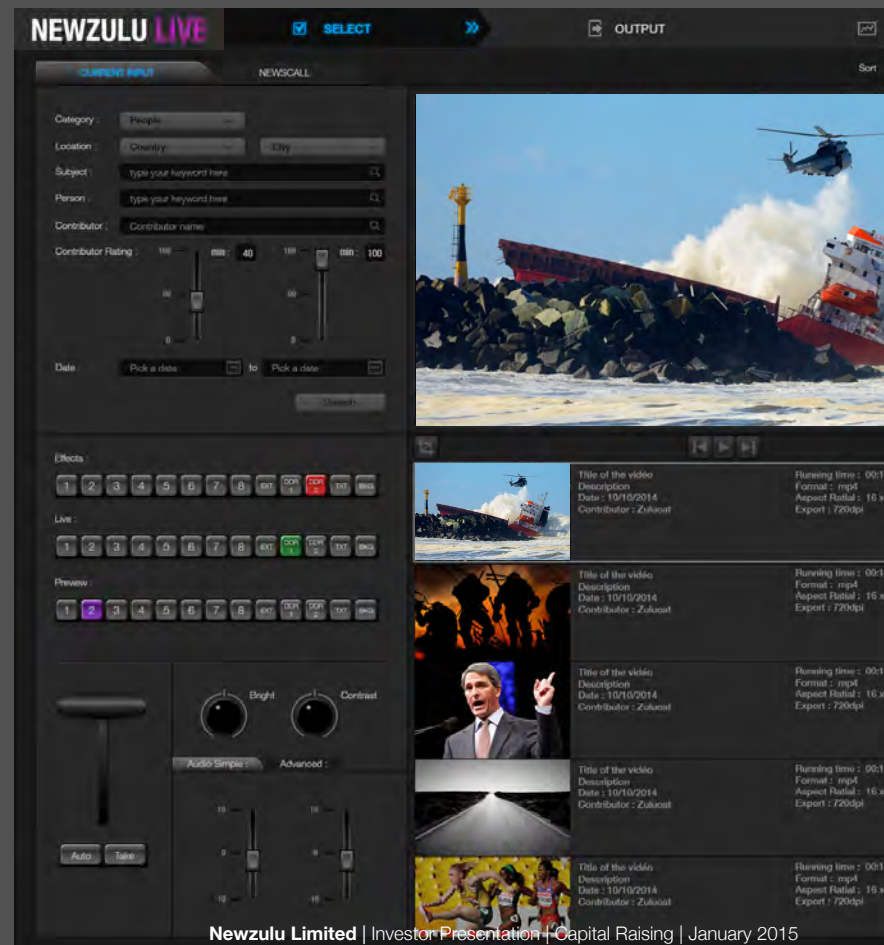
Channel Production

Production of regional user-generated news channels from incoming streams on-the-fly.



Live Output

Instantly stream live footage on TV, on a website or within an app.



Newzulu Prime

Video production meets the hive mind



Newzulu Prime

Today's brands need a simplified way to commission, manage and optimise high-end video productions.

Newzulu Prime provides access to thousands of producers, filmmakers and creative minds, all primed to provide exceptional ideas and content that resonates.





Newzulu Prime: hi-octane content production

- **Creative diversity:** hundreds of pitched ideas, story boards, creative concepts and videos for clients to choose.
- **Time saver:** production turnaround as short as three weeks from brief to completion
- **Control:** Iterate before you produce. Managed production process, no surprises.
- **Cost-effective:** removing production intermediaries results in significant cost savings.
- **Scale:** our platform allows to scale and plan multiple productions at once.

Tap into the hive mind of the world's leading video producers, film directors and creative minds.

Newzulu Prime helps its clients to commission and produce first-class stories, from video ads or web series, to robust documentary shorts and long-form video journalism. Prime is Newzulu's content production hub for today's fast-paced content marketing and brand storytelling world.



Newzulu Prime: How It Works

Boost your storytelling by iterating with the global filmmaker community. Tap into unprecedented creative diversity.



Get the Story

Find the best story by working with our ideation crowd or engage your community with an idea contest by deploying our contest widget.



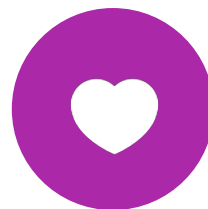
Choose Concepts

Film directors pitch creative visions, treatments or story boards for the chosen ideas, no matter what your desired outcome format (e.g. ads, short docs, web series etc.)



Produce

Select the best concepts and commission the chosen filmmaker. Agree on production timeline and feedback rounds.



Engage

Engross your target audience through highly personalised and targeted stories

Prospectus Offer

Offer of up to 170,000,000 Shares at an issue price of \$0.10 to raise up to \$17,000,000



Use Of Funds

The expected use of funds in the period to 30 June 2015 where the Minimum Subscription is raised and if the Offer is fully subscribed is as follows:

Item	Minimum Subscription (\$)	%	Offer is fully subscribed (\$)	%
Cash on hand as at 30 November 2014	2,337,714		2,337,714	
Net funds subsequently received pursuant to Second Blueroom Loan Agreement	1,410,000		1,410,000	
Funds raised from the Offer	10,000,000		17,000,000	
Total Funds Available	13,747,714		20,747,714	
Newzulu Business	5,565,000	40.48%	8,725,000	42.05%
Filemobile Acquisition Costs	5,443,761	39.60%	5,443,761	26.24%
Filemobile Business	125,000	0.91%	600,000	2.94%
On-going operational & technical costs of the Kiosk and Wi-Fi Business	175,000	1.27%	175,000	0.84%
Listed company expenses	695,050	5.06%	3,620,050	17.40%
Repayment of Scarf Loan	683,903	4.97%	683,903	3.30%
Expenses of the Offer	1,060,000	7.71%	1,500,000	7.23%
Total Funds Allocated	13,747,714	100%	20,747,714	100%



Pro Forma Capital Structure

	No. of Shares	No. of Options	No. of Performance Rights
Balance as at the date of this Presentation	337,396,467 ¹	27,753,326 ²	-
To be issued to Filemobile Executives ³	-	5,000,000	550,000
To be issued pursuant to the First Blueroom Loan Agreement	37,500,000	3,500,000	-
To be issued pursuant to the Second Blueroom Loan Agreement	16,071,429	2,000,000	-
To be issued under the Offer	170,000,000	-	-
Total	560,967,896	38,253,326	550,000

Notes:

1. 178,230,977 Shares issued to shareholders of Newzulu Holdings Limited in consideration for the Newzulu Acquisition are subject to escrow for 12 months from the date of issue, being 13 August 2014.
2. The existing Options comprise the following:
 - a) 24,000,000 Options with an exercise price of \$0.10 each and expiring on 30 June 2017;
 - b) 666,666 Options with an exercise price of \$0.90 each and expiring on 30 November 2015;
 - c) 586,660 Options with an exercise price of \$0.30 each and expiring on 30 June 2015;
 - d) 500,000 Options with an exercise price of \$0.30 each and expiring on 30 June 2017; and
 - e) 2,000,000 Options exercisable at \$0.20 and expiring on 31 October 2017.
3. The issue of these Executive Options and Executive Performance Rights is subject to Shareholder approval (which will be sought at the General Meeting).



Indicative Timetable

Firm bids due	29. Jan 2015
Extraordinary General Meeting	30. Jan 2015
Suspension of Shares from trading on the ASX	30. Jan 2015
Completion of the Capital Raising (Closing Date of the Offer)	30. Jan 2015
Despatch of holding statements	2. Feb 2015
Settlement of the Filemobile Acquisition	3. Feb 2015
Expected date for re-quotation of the Shares on the ASX	13. Feb 2015

The above dates are indicative only and may change without notice.



Board Of Directors

Newzulu is led by a highly regarded and credentialed Board of Directors and Management with in-depth knowledge, experience and relationships in the media and telecommunications sectors.



Alexander Hartman

Executive Chairman



Peter Gunzburg

Non Executive Director



Phil Kiely

Non Executive Director



Theo Hnarakis

Non Executive Director



Xavier Gouyou-Beauchamps

President, Newzulu France



Mark Pitts

Company Secretary & Non-Exec. Director



Senior Executives



Steve Hulford

Global Chief Technology
Evangelist



Dave Minogue

Global Senior Vice President,
Engineering



Olivier Corgeron

Chief Technology Officer



Craig Sowden

Chief Financial Officer



Marc Milgrom

Global Chief Operating Officer
& Managing Director, Canada



Angelo Tilocca

General Manager
Asia Pacific



Ludovic Vossovici

Managing Director
Europe



Emerald Bond

Director of Corporate
Development



Newzulu Company

Newzulu has established bureaus and beta launch operations in Sydney, Paris, London, New York, LA, Toronto and Montréal and has formed agreements and regional strategic partnerships with some of the world's largest and most prestigious news agencies.



New York

247 W 38th Street
Suite 1601
New York, NY 10018
United States

Toronto

340 King Street East
Suite 100
Toronto, ON M5A 1K8
Canada

Paris

15 Rue Taitbout
75009 Paris
France

London

2 Bath Place
Rivington Street
London EC2A 3DR
United Kingdom

Sydney

Level 2
287 – 289 New South
Head Road Edgecliff
NSW 2027
Australia

Los Angeles

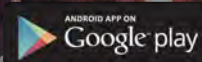
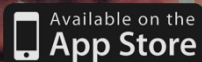
4th Floor
4401 Wilshire Blvd.
Los Angeles, CA 90010
United States

Montreal

4284 rue de La Roche
Montréal, QC, H2J 3H9
Canada



Strength in numbers





For further information please contact:

Alexander Hartman

Executive Chairman
alex@newzulu.com

Ronn Bechler

Investor Relations, Market Eye
P: +61 (0)400 009 774
E: ron.bechler@marketeye.com.au

Visit us online
newzululimited.com