

ASX Company Announcement | Issue Date: 25 February 2015

NEWZULU ENTERS INTO PARTNERSHIP WITH FLIPPS MEDIA INC.

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered into a partnership with Flipps Media Inc (**Flipps**), enabling Newzulu to stream its crowd-sourced videos to millions of TVs worldwide.

Launched in 2012, Flipps operates a cloud-based mobile application that allows content-sharing across various platforms and devices. It is the world's first technology to deliver video content to connected TVs by streaming directly from the cloud. The Flipps patented technology is compatible with over 250M connected TVs and over 5,000 manufacturer models and requires no set up, no pairing of devices, no cables, no dongle and no set top box.

This partnership enables Newzulu to drive incremental traffic towards Newzulu websites as well as offering a means of monetizing content through flexible advertising and subscription offers.

Agreement highlights

- Creation of a Newzulu branded channel under the “news” section of Flipps.
- Newzulu to receive 60% of advertising revenue generated from the Newzulu dedicated news channel.
- Flipps and Newzulu to combine marketing activities to promote the partnership through social media channels.



Flipps Statistics

- Over 12 million Flipps installations worldwide
- 1.4 million active users
- 290,000 hours of content
- 150 channels ranging from news, movies, music, sports, entertainment, kids, etc.
- 80% of all content viewed on Flipps ends up being streamed on a connected TV

About Flipps

Flipps is the first technology worldwide to deliver content to nearby connected TVs direct from the cloud without any additional hardware. The company has offices in San Francisco, New York and Sofia, Bulgaria and is backed by Tim Draper, Earlybird Venture Capital, Hasan Aslanoba, LAUNCHub and Teres Capital. Flipps holds a patent for its back end technology that allows users to magically 'flip' their content to the big screen. The Flipps mobile application is free and available on the App Store and Google Play. More information can be found at www.flipps.com.

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. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Perth. Newzulu operates in partnership with Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, and Australian Associated Press (AAP) in Australia. Further information can be found on www.newzululimited.com

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