

ASX Company Announcement | Issue Date: 9 March 2015

NEWZULU EXTENDS RELATIONSHIP WITH AGENCE FRANCE-PRESSE

The Board of **Newzulu Limited (ASX: NWZ)** is pleased to announce that the Company has entered into an agreement to extend its partnership with the France's largest press agency, and Newzulu's long term partner Agence France-Presse (**AFP**) to trial Newzulu's live video streaming capabilities (**Newzulu Live**). The commercial terms of the deal remain confidential as the parties continue negotiations on launching Newzulu Live services for AFP subsequent to the proposed trial.

The agreement will allow AFP to trial integration of Newzulu Live functionality within its global media workflow and operations through the use of Newzulu's Reporter Kits and Newzulu Live Suite. AFP will utilise the Newzulu Live platform to enable selected staff journalists to transmit live news video streams directly from their smartphone to AFP newsrooms. The integration of Newzulu Reporter Kits and Newzulu Live Suite within a news agency newsroom delivers a range of editorial and media workflow benefits to publishers and broadcasters who wish to crowd source live video streams.

Commenting on the agreement, Newzulu Executive Chairman Alexander Hartman said: "Newzulu is delighted to extend our long-term relationship with AFP, which originally founded and funded the development of Citizenside as a crowd-sourced news agency. Newzulu's collaboration with AFP in live streaming video offers editorial benefits and cost reductions by using mobile phones as the primary device to capture news content. Newzulu's extended partnership with AFP builds on many years working with AFP ImageForum, syndicating validated UGC news images for global distribution through AFP's 7000+ media clients and sharing revenue with contributors of images and videos."

Newzulu Live allows news organisations to access verified, produced, secure live streams from a global UGC citizen reporter community and/or staff reporters, worldwide, in multiple languages, 24/7. Newzulu Live delivers edited, pre-produced and broadcast-ready live news

footage and entertainment streams. All streams are “cleaned” according to set editorial guidelines, i.e. no profanity, no nudity and media companies can launch newscalls to access the coverage they need.

Agreement highlights

- Newzulu to establish dedicated Newzulu Live infrastructure for AFP at Newzulu's Paris bureau
- Newzulu to deploy Live Reporter capabilities to AFP staff and deliver Newzulu Live for UGC crowd sourced streams with media workflow functionality and operational capabilities to AFP.

About AFP

Founded in 1944, AFP is the world's oldest, and third largest, press agency. AFP is the national news agency of France. AFP currently operates 200 bureaus covering 150 countries across the world, with 80 nationalities represented among its 2,260 collaborators. AFP was a founding shareholder in Citizenside.

AFP delivers news solutions in the following key areas:

- Text services - from breaking news to features, reports, interviews and profiles
- Sports - AFP is a global leader for multi-lingual sports coverage and sports photography.
- AFP Forum – comprehensive multimedia platform which brings together content from ImageForum, AFP-Direct and VideoForum
- Web and Mobile - editorial content solutions for all digital platforms: websites, mobile sites and applications, tablets, public screens and connected TV

- ENDS -

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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. Further information can be found on www.newzululimited.com