

ASX Company Announcement | Issue Date: 27 March 2015

## **NEWZULU ENTERS INTO STRATEGIC PARTNERSHIP WITH SCOOPSHOT**

Newzulu Limited (ASX: NWZ) is pleased to announce that it has entered into a binding agreement to expand its product and services offering to news agencies, publishers and broadcasters through a strategic partnership with Scoopshot (**Partnership**). The Partnership, which enables Newzulu to syndicate Scoopshot products and services as co-branded or white label products through Newzulu's existing news agency partners and clients on a revenue share basis, seeks to increase sales revenues where synergies exist between the Newzulu and Scoopshot offerings. Additionally, under the Partnership, Scoopshot will integrate the Newzulu Live SDK within the mobile applications of its 600,000 registered contributors, dramatically expanding the reach of Newzulu's live video streaming service.

### **Partnership highlights**

- Joint development, co-branding or white-label release of certain Scoopshot products and services, including the Scoopshot market platform, AdNetwork services and Image Archive, for Newzulu Clients on a revenue share basis.
- Scoopshot to integrate Newzulu Live video streaming SDK functionality within the mobile applications of its 600,000 registered contributors.
- Scoopshot to provide Newzulu with a subscription to make Newzulu Newscalls to the Scoopshot community.

### **About Scoopshot**

Established in 2010 in Helsinki, PS2 Media Inc, trading as "Scoopshot" has become a leading mobile platform for photo and video crowdsourcing. It is also the world's first platform that allows mobile photographers to earn money from in-image advertising.



## **About Newzulu**

Newzulu is a global 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](http://www.newzululimited.com)

- ENDS -

## **For further information please contact:**

Alexander Hartman  
Executive Chairman

E: [alexassist@newzulu.com](mailto:alexassist@newzulu.com)

Gemma Kavanagh  
Managing Director

Lewis PR

E: [gemma.kavanagh@lewispr.com](mailto:gemma.kavanagh@lewispr.com)