

ASX Company Announcement | Issue Date: 9 April 2015

## **NEWZULU ENTERS INTO PARTNERSHIP WITH JAPANESE NEWS AGENCY AFLO**

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered into a partnership agreement (**Agreement**) with Japan's leading news agency, Aflo Co Ltd (**Aflo**) for the commercialisation of Newzulu's photo and video content within Japan.

Under the Agreement, Newzulu will provide its crowd-sourced photo and video news content for syndication through Aflo's extensive client network, including many of Japan's largest newspaper publishers, magazines, and television broadcasters, on a revenue share basis. The Agreement seeks to increase sales revenues from the Newzulu's editorial offerings and allows Newzulu to expand its reach into new international markets.

Notably, Japan is the world's second largest media market. Known for its vast media sector which includes newspapers, TV, manga, characters, anime, and advertising markets, Japan drives innovation in many areas including in mobile digital TV.

Executive Chairman, Alexander Hartman said: "Newzulu's partnership with Aflo delivers a capability for Newzulu to sell news and creative photos and videos into Japan's US\$350 billion media industry. Newzulu is delighted that Aflo and its subsidiary Nippon News Press Agency have embraced crowd-sourced content through this partnership in Japan. The Aflo partnership enables Newzulu contributors to sell their photos and videos to Japanese publishers, broadcasters and brands, increasing Newzulu's global network of news agencies and increasing their capability to get published and get paid."

## **About AFLO**

Based in Tokyo, Aflo is one of Japan's largest providers of still and moving imagery and one of Asia's largest editorial and creative content suppliers and producers, offering over 3 million still images and video clips for commercial uses. Aflo sources and creates rights managed images, royalty free images, subscription images and editorial content for clients worldwide 24/7 via their ecommerce website: [www.afloimages.com](http://www.afloimages.com).

Aflo's clients range from leading advertising agencies and publishing houses, to multinational corporations, to web designers and creators of mobile contents. Aflo is also the official reseller for image content from the Mainichi Shimbun, one of Japan's oldest and most prestigious newspaper groups.

Aflo delivers news solutions in the following key areas:

- Rights-managed collections - Aflo Sport, Relax, Diversion, Aflo Animals.
- Royalty free collections - Score by Aflo, Ink.

## **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)