

NEWZULU LIMITED

ASX:NWZ

Newzulu Limited

Investor Presentation, May 2015



THIS IS NEWZULU

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

- Revolutionary content gathering and editorial story validation
- Powerful digital technology
- Connecting broadcasters, publishers and brands with the public

A large crowd of people at night, holding up blue light sticks, creating a sea of blue light. In the background, several tall skyscrapers are visible, illuminated with blue and white lights. The scene is set in a city at night.

Strength in Numbers

OUR PRODUCTS



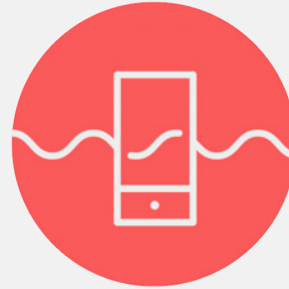
Editorial

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 UGC powerhouse built to scale content and audience engagement for brands and media companies.



Live

Newzulu Live is the world's first crowd-sourced, live-streaming news service. It allows news outlets to plug into secure, verified live streams provided by professional journalists and 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.

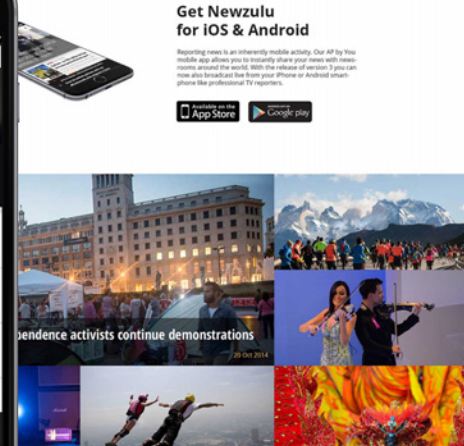
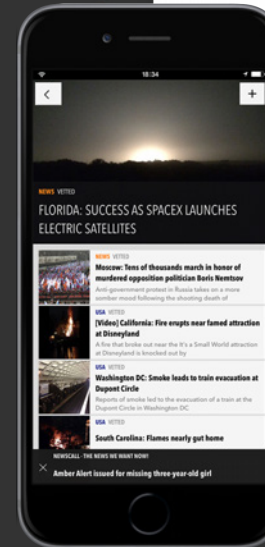


EDITORIAL

No Story out of Reach

REPORTER COMMUNITY

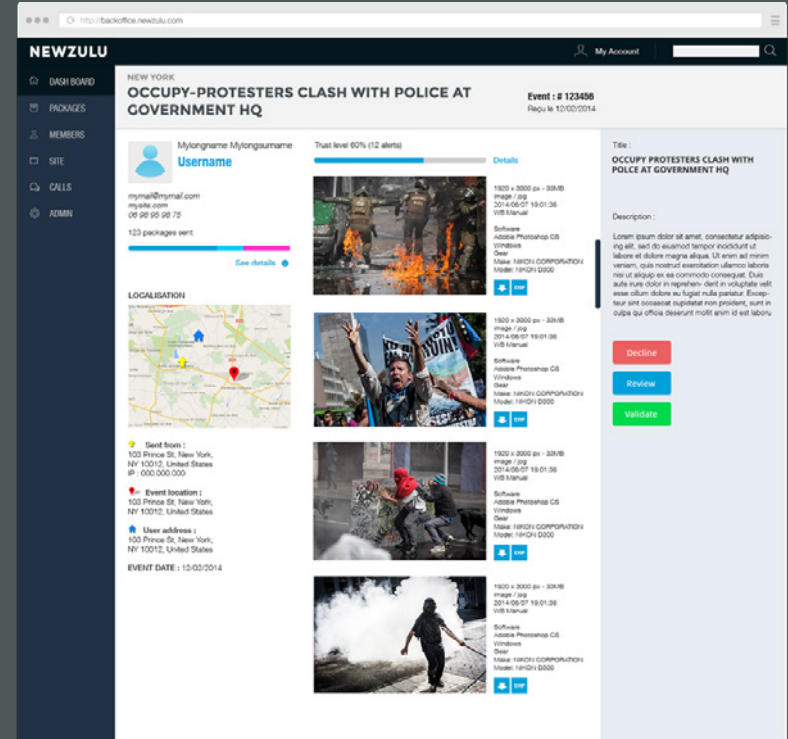
Newzulu has grown a global community of reporters, photographers, and videographers in 198 countries over the last 8 years. Contributors download the app and take photos, videos or stream live to reach newsrooms worldwide.



NEWS VALIDATION

Newzulu's editors validate every contribution to the highest journalistic standards before sending it to partners' systems.

- Metadata checks on all contributions
- Comprehensive story verification
- Trust ratings based on multi-faceted data
- Obscenity and profanity filtering
- Moderation in line with broadcast regulations
- Internationalization via translation panels
- System developed in partnership with AFP



NEWZULU VERTICALS

Boomzulu

People and showbiz news from fans and celebrity spotters.

Weatherzulu

Eyewitnesses sharing stories from the center of the storm

Sportzulu

Crowdsourced news from local, national and global sports events

Newzulu Air

Sky-high news and content gathering
- delivered by drones



REGIONAL SYNDICATION PARTNERSHIPS

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

New news agency syndication partnerships with Aflo Images, Nippon News and the Czech News Agency CTK.



TRIBUNE PARTNERSHIP

NEW

Newzulu signed a long-term strategic partnership agreement for news and multimedia distribution, syndication and sales with Tribune Content Agency, part of Tribune Publishing.

The partnership is focused on Tribune's syndication and sales capabilities for Newzulu Live videos and other crowd-sourced content through Tribune's network of over 2,000 publishers worldwide, as part of a collaborative initiative to maximize audience reach, advertising revenues and content license fees.

our News. Your Way.
LINE • MOBILE • TABLET • PRINT

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GETTY IMAGES PARTNERSHIP

NEW

Newzulu has entered a strategic partnership and content syndication agreement with Getty Images, the worlds leading visual communications company.

The partnership will include the creation of the Newzulu Collection on gettyimages.com which will make Newzulu's high-quality, crowd-sourced content available to Getty Images' global customer base of more than 1.5 million media, creative and commercial customers, with a focus on the USA and other territories worldwide.

gettyimages

OTHER STRATEGIC COLLABORATIONS



Bang Showbiz

Syndication of latest celebrity and entertainment news via Newzulu's celebrity news vertical Boomzulu.



Scoopshot

Integration of Newzulu Live within the Scoopshot mobile platform. Sales partnership on Newzulu Prime branded content production.



Flipps

Streaming crowd-sourced videos and produced live-streams to TVs worldwide through Newzulu Live.



PLATFORM

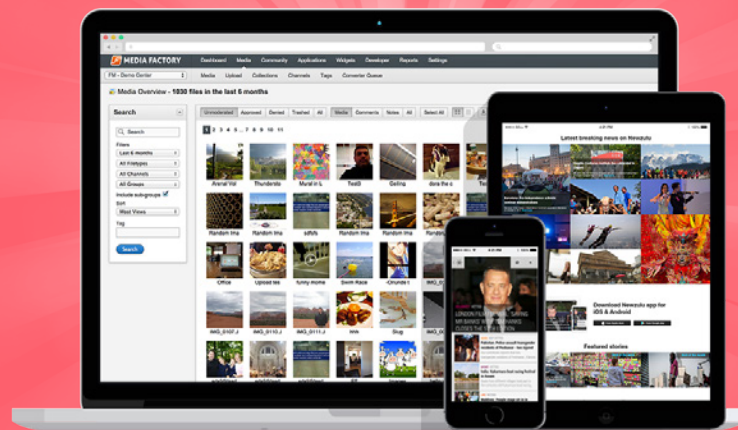
Connect through Content

NEWZULU PLATFORM

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

Newzulu Platform allows organizations to put together a user-generated content campaign within just a few minutes.

Our solutions range from embeddable widgets to full white label User-Generated News community platforms, mobile apps or SDK.



HEARST

FOX

SCIENTIFIC
AMERICAN

LONDON
LIVE

COMCAST

USA TODAY

itv

GANNETT

The
Weather
Network

THE WALL
STREET
JOURNAL

CISCO

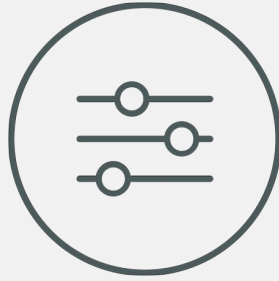
HOW PLATFORM WORKS

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



Gather

Newzulu Platform sources and collects fresh, relevant photos, videos and other social content that engages every audience.



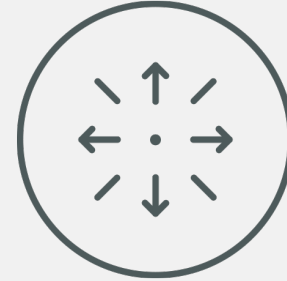
Curate

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



Publish

Get broader value from your curated content by publishing to websites, social networks, mobile, broadcast and print or syndicate to our press agency partners.



Amplify

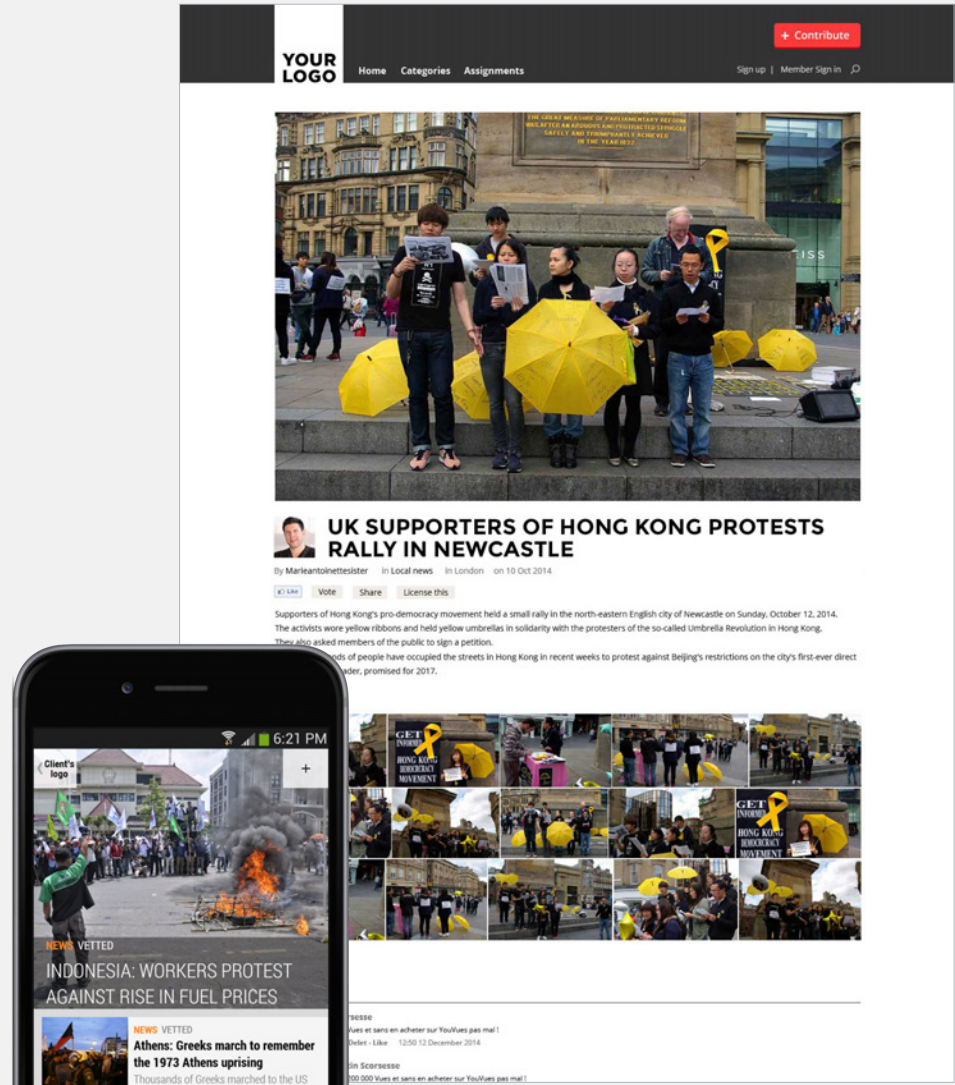
Engage your audience with social activities that increase page views and time spent on site.

SOFTWARE AS A SERVICE

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

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LIVE

The world's largest outdoor broadcast production crew

NEWZULU LIVE

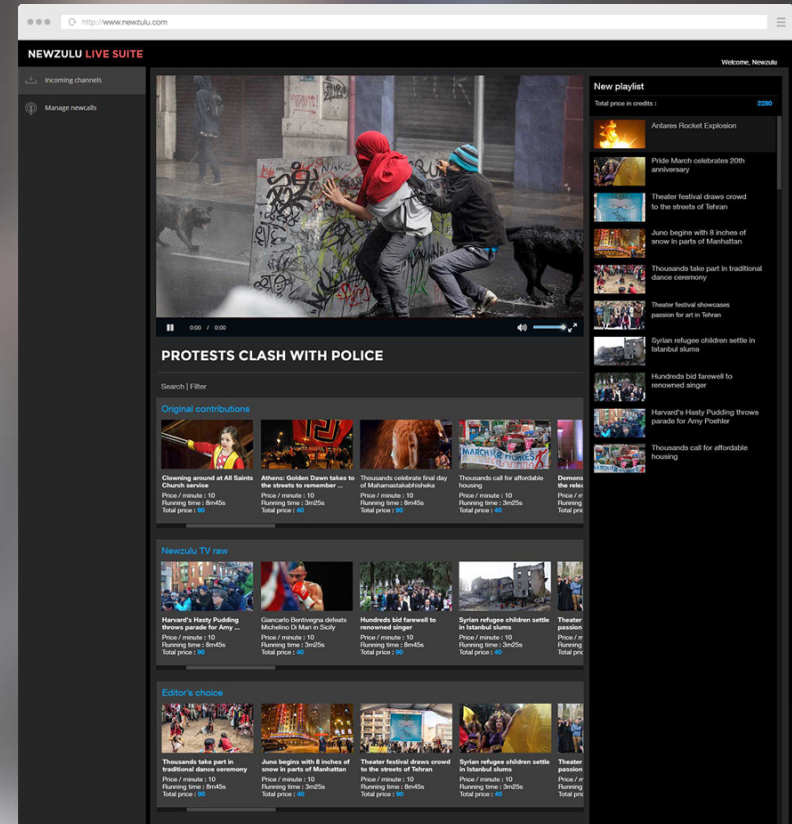
Newzulu Live is an out-of-the-box live-streaming solution for your reporter network.

Live also allows news organizations to plug into verified, produced, secure live streams from our citizen reporter network, worldwide, 24/7.



NEWZULU LIVE SUITE

Live Suite is a cloud-based live streaming suite through which our clients request coverage and subscribe to live streams featuring footage from our citizen reporters globally and/or client reporter network.

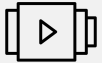


LIVE SUITE FEATURES



Coverage Requests

Enter events from your news diary and get the live coverage you need. Mobilize reporters to locations of interest.



Stream Collection

Gather streams from smartphones, webcams and internet protocol cameras.



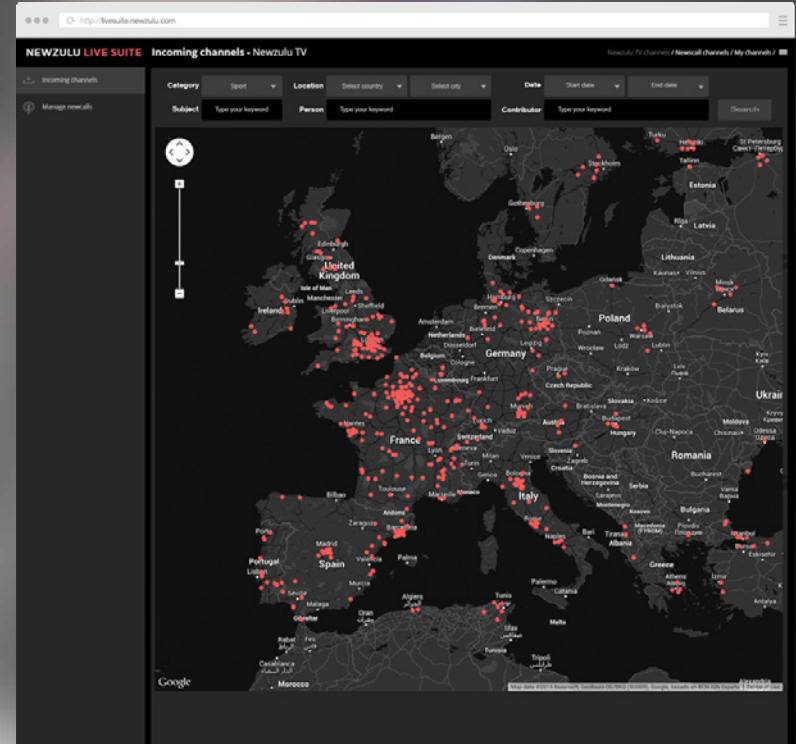
Channel Production

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.



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 + validated

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

Broadcast-ready

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

Secure

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

Cross-platform

News organizations and broadcasters can choose their preferred output format: web, in-app or on broadcast.



PRIME

Video Production Meets the Hive Mind

NEWZULU PRIME

Newzulu Prime provides access to a global network of producers, filmmakers and creative minds around the world.

Newzulu Prime simplifies the commissioning of high-end video and storytelling projects. Since its launch in late 2014, Newzulu Prime has already produced cutting edge video storytelling content for Nokia, Microsoft, Michelin and the French lens manufacturer Essilor.



NOKIA

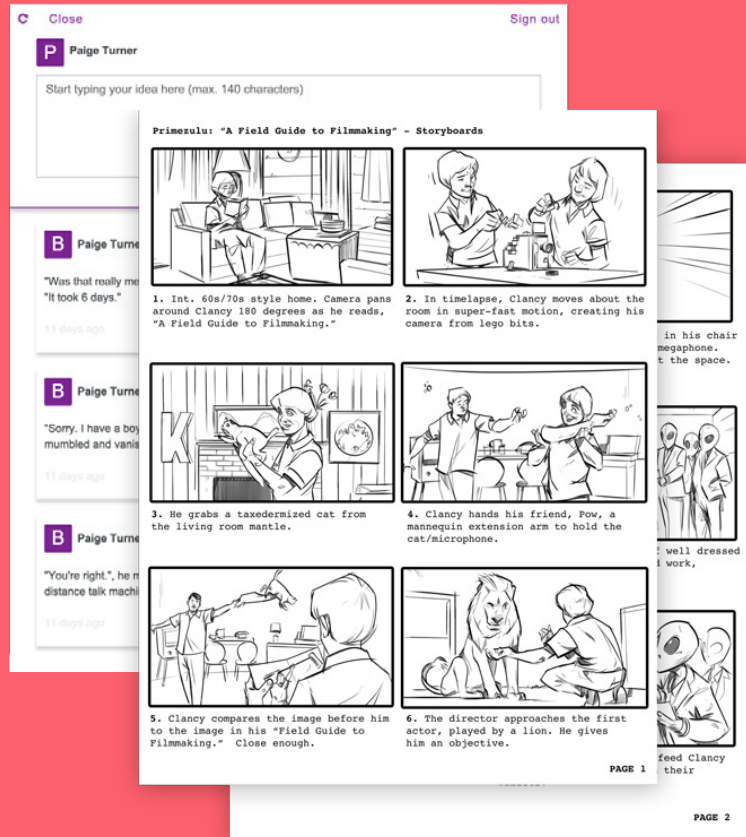


Microsoft

A PRIME HIVE

Clients access our global filmmaker community by launching ideation challenges and video production pitches that meet any communication or campaign objective.

Prime takes Newzulu beyond individual video clips and delivers scripted, high-quality videos that fuel any storytelling strategy with relevant content, from TV ads and web series, to robust documentary shorts and long-form video journalism.



WHY BRANDS LOVE PRIME

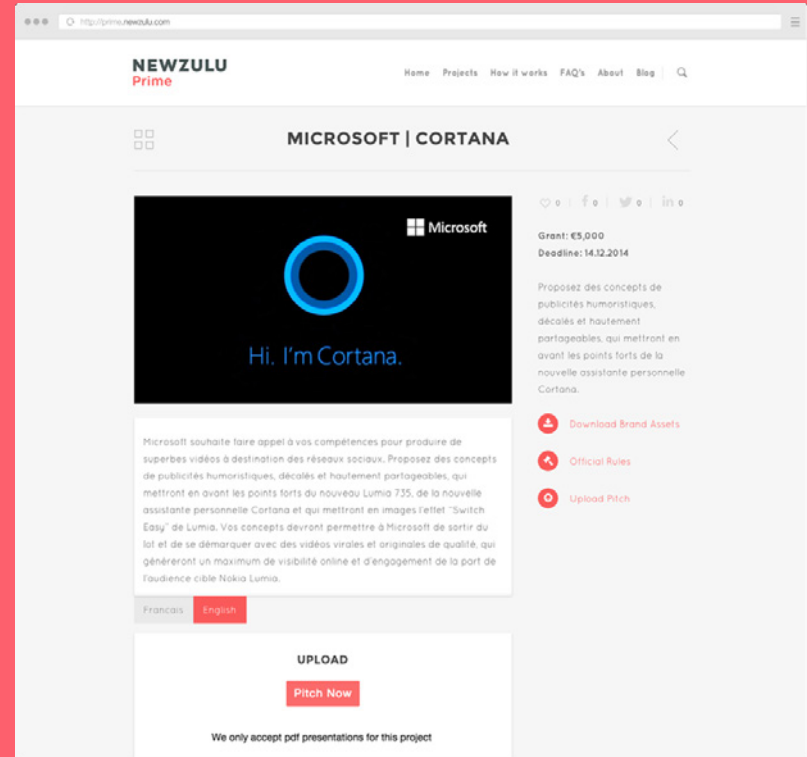
Creative diversity: Hundreds of pitched ideas, story boards, creative concepts and videos for clients to choose.

Time saver: Production turnaround as short as three weeks from brief to completion.

Control: Iteration stages, managed production process, no surprises.

Cost-effective: Removing production intermediaries results in significant cost savings.

Scale: Our platform allows clients to scale and plan multiple productions at once.





CORPORATE

Newzulu Limited, the Company

TOP 20 SHAREHOLDERS

As at 12 May 2015

RANK	SHAREHOLDER	SHARES	%
1.	BLUEROOM CAPITAL PTY LTD	73,571,429	13.83
2.	MATILDA MEDIA PTY LTD	55,617,482	10.45
3.	WYUNA GROUP PTY LTD	44,643,574	8.39
4.	GANDALF HOLDING (NSW) PTY LTD	35,643,743	6.70
5.	PAPELLA PTY LTD	30,216,588	5.68
6.	NATIONAL NOMINEES LIMITED	20,025,073	3.76
7.	GLENEAGLE SECURITIES NOMINEES PTY LTD	14,000,000	2.63
8.	RBC TRUST COMPANY (GUERNSEY) LTD	10,000,000	1.88
9.	MR PETER SCARF	9,809,080	1.84
10.	SUPERGUN PTY LTD	9,718,284	1.83

RANK	SHAREHOLDER	SHARES	%
11.	MR ALEXANDER JAMES HARTMAN	9,514,807	1.79
12.	J P MORGAN NOMINEES AUS. LTD	8,545,427	1.61
13.	HARTPOWER PTY LIMITED	8,239,627	1.55
14.	MS JENNIFER ANNE CARR	7,500,000	1.41
15.	CITICORP NOMINEES PTY LIMITED	5,683,125	1.07
16.	ECAPITAL NOMINEES PTY LIMITED	5,500,000	1.03
17.	ECRUCIS PTY LTD	5,450,870	1.02
18.	MONEX BOOM SECURITIES (HK) LTD	5,000,000	0.94
19.	MR JASON RICH	5,000,000	0.94
20.	UBS NOMINEES PTY LTD	5,000,000	0.94
TOTAL		368,679,109	69.30

ISSUED CAPITAL **AS AT 12 MAY 2015**

CLASS OF SECURITIES	NUMBER
Fully paid ordinary shares	532,005,936
Employee incentive options exercisable at \$0.30 each and expiring 30 June 2015	586,660
Financial advisor options exercisable at \$0.90 each and expiring 30 November 2015	666,666
Former director options exercisable at \$0.30 each and expiring 30 June 2017	500,000
Director options exercisable at \$0.10 each and expiring 30 June 2017	24,000,000
Director options exercisable at \$0.20 each and expiring 31 October 2017	2,000,000
Lender options exercisable at \$0.20 each and expiring 9 February 2018	5,000,000
Executive options exercisable at \$0.20 each and expiring 9 February 2018	5,500,000
Executive performance rights	550,000

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.



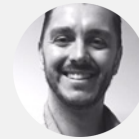
Alexander Hartman
Executive Chairman



Theo Hnarakis
Non Executive Director



Phil Kiely
Non Executive Director



James Bodel
Non-Executive Director



Peter Gunzburg
Non Executive Director

SENIOR EXECUTIVES



Steve Hulford

Global Chief Technology
Evangelist



Marc Milgrom

Global Chief Operating Officer



Craig Sowden

Chief Financial Officer



Karen Logan

Company Secretary



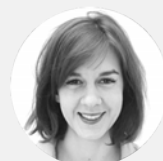
Dave Minogue

Global Senior Vice President,
Engineering



Olivier Corgeron

Chief Technology Officer



Emerald Bond

Director of Corporate
Development



Ludovic Vossovich

Managing Director, Europe

OUR BUREAUS

Newzulu has established bureaus and beta launch operations in Australia, France, UK, USA, Canada, the Middle East, and India.



New York

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

Los Angeles

4401 Wilshire Boulevard
2nd Floor, Suite 240
Los Angeles, CA 90010
United States

Toronto

18 Mowat Avenue
2nd Floor
Toronto, ON M6K 3E8
Canada

London

2 Bath Place
Rivington Street
London EC2A 3DR
United Kingdom

New Delhi

E-Block, House No- 106,
2nd floor, Saket.
New Delhi - 110017
India

Montreal

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

Paris

15 Rue Taitbout
75009 Paris
France

Tel Aviv

5 Hagavish Street
Kfar Saba 44641
Israel

Sydney

AAP News Centre
3 Rider Boulevard
Rhodes NSW 2138
Australia

CONTACT

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