

ASX Company Announcement | Issue Date: 3 June 2015

NEWZULU SIGNS MOBILE LIVE VIDEO DEAL WITH LIVEU

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered into a software license and reseller agreement (**Agreement**) with leading live video solutions provider, LiveU, to expand the addressable market and technical capabilities of the Newzulu Live mobile video streaming platform for publishers, broadcasters and brands. Newzulu Live and LiveU will integrate their mobile live video streaming technologies and collaborate on global sales opportunities for Newzulu Live Reporter Kits and Newzulu Live TV crowd-sourced news, show business, weather and sports content platforms. Newzulu expects the deal with LiveU to enhance the functionality of Newzulu Live and increase sales of Newzulu Live solutions through the existing 1000 LiveU broadcast clients across 60 countries worldwide such as Fox News, CBS Sports and TMZ as well as through Newzulu's existing Platform client base and the clients of its global licensing and news agency partners.

The Agreement enables Newzulu to integrate a customised version of LiveU's live mobile video streaming technology within Newzulu Live Reporter Kits and Newzulu Live TV crowd-sourced content platform. Leveraging LiveU's technology, Newzulu Live's validated mobile live video streaming capability enables any professional reporter or citizen journalist with the Newzulu app for iOS and Android to submit live video streams of any breaking news event from their mobile device. Newzulu Live TV is to be integrated with Newzulu's global syndication partners including Agence France Presse, Getty Images, The Press Association, The Canadian Press, Australian Associated Press, CTK, Aflo and Wikono, such that mobile live broadcasters are paid for their live streams when they are purchased by the 10,000 + media outlets and 1 million + brands reached by those partners.

Newzulu Live Reporter Kits powered by LiveU offer enterprise live mobile video streaming solutions and functionality to publishers, broadcasters and brands seeking to enhance editorial coverage and reduce fixed costs associated with gathering news and content, integrated with existing video infrastructure. Newzulu Live TV crowd-sourced content platforms offer enterprise live mobile video streaming solutions to publishers, broadcasters and brands seeking to harness mobile live video from their own audiences, with delivery of such streams on a moderated basis to broadcast television, web and mobile platforms through integration with existing broadcast infrastructure.

Newzulu's Executive Chairman Alexander Hartman commented:

"Newzulu is delighted to announce its agreement with LiveU to integrate their world-leading live video streaming technologies as part of Newzulu's own Editorial operations in addition to collaborating on enterprise sales of Newzulu Live Reporter Kits and Newzulu Live TV crowd-sourced content solutions to publishers, broadcasters and brands around the world."

"Many will have heard of Periscope and Meerkat, mobile apps that in recent times have experienced a viral uptake as the power of mobile live video streaming has been popularised for personal broadcasting. While Periscope and Meerkat delivers commercial benefits to Twitter, Newzulu Live delivers additional revenues and reduced costs as an enterprise mobile live video streaming platform that allows publishers, broadcasters and brands to harness this capability for their own reporters and audiences."

Newzulu Live's moderation and validation capabilities eliminate the issues recently encountered by Periscope and Meerkat in relation to copyright breaches, pornography and profanity, such that publishers, broadcasters and brands can harness the power of mobile live video streaming within a commercial context. The integration of LiveU technology within Newzulu Live delivers Reporter Kit and Newzulu TV crowd-sourced content as an enterprise solution on a white-label basis within existing broadcast infrastructure.

About LiveU

LiveU is the pioneer in IP-based live video services and solutions for acquisition, management and distribution. LiveU's award-winning technology enables live video transmission from any location around the world with lightweight, easy-to-use equipment. From backpacks to smartphones, and satellite/cellular hybrid to external antenna solutions, LiveU offers a complete range of devices for live video coverage anytime, anywhere. In addition, LiveU offers extensive cloud-based management and video distribution solutions. With top-tier customers in 60+ countries, LiveU's solutions are being utilised for breaking and developing news and high-profile events, such as the FIFA World Cup™, Winter and Summer Olympic Games, Presidential Campaigns, Super Bowls, US Collegiate Championships and red-carpet events. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimised for maximum video quality based on the available network conditions.

www.liveu.tv



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. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc., Newzulu operates in partnership with Getty Images, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com

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