

ASX Company Announcement | Issue Date: 25 June 2015

NEWZULU SIGNS PARTNERSHIP WITH ALAMY

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered a strategic partnership and content syndication agreement (**Agreement**) with Alamy (www.alamy.com), the world's largest online photo agency for stock, video and live news. Newzulu's crowd-sourced news archive will be featured among Alamy's collection of over 50 million images from which the platform has generated over US\$154 million for its contributors. Newzulu and Alamy will work together to generate revenue through the sale and licensing of Newzulu's crowd-sourced content to Alamy's editorial, creative and commercial clients worldwide.

Newzulu expects the Agreement with Alamy will deliver a material increase in revenues for Newzulu's editorial business from the date that the Newzulu archive is uploaded to the Alamy platform, while the specific commercial terms of the Agreement were not disclosed. The Alamy platform has proven highly successful at monetizing creative content for its contributors and partners. The Agreement covers terms for distribution and licensing of Newzulu content by Alamy on a non-exclusive basis, with a focus on high-quality, validated crowd-sourced video, including videos sourced from Newzulu Live mobile video streaming as well as still images and photography.

"We are delighted to partner with Alamy to bring the power of validated, high-quality, crowd-sourced Newzulu content to their platform and clients" said Alexander Hartman, Executive Chairman of Newzulu. "Crowd-sourced images and video offer unique editorial perspectives of breaking news events and compelling, alternate angles of other engaging and entertaining stories". "Through Newzulu's partnership with Alamy, contributors of content to Newzulu can get published and get paid by any media outlet creative agency or commercial client in the world."

Alan Capel, Alamy's Head of Content said "Deep and extraordinary content is our lifeblood and this collaboration with Newzulu opens up a new dimension through the user-generated nature of the work. Live first-hand shots from the field, opening up the unseen and undiscovered, the work is managed and packaged to provide a previously unfathomable richness of coverage. Newzulu have cracked the distribution of meaningful editorial content and we're delighted to be working with them."



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 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

About Alamy

Founded in 1999, Alamy revolutionized stock photography by creating the world's first open, unedited collection of images. With over 44 million images Alamy is the world's largest independent agency for news, stock and video imagery. It supplies thousands of designers, marketing departments, news desks, and publishers with imagery produced by the best professional and amateur contributors around.

Alamy provides the most comprehensive choice of imagery, supported by excellent customer service and a fast and simple online experience. Alamy is proud of its fair and ethical business model. It aims to be the first port of call for buyers and suppliers of imagery. It has a friendly and helpful approach. And it shares the rewards with its suppliers with fairness and transparency. Alamy's business is underpinned by a philanthropic ethos.

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