

ASX Company Announcement | Issue Date: 29 June 2015

NEWZULU SIGNS PARTNERSHIP WITH DDP GERMANY

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered a strategic partnership and content syndication agreement (**Agreement**) with ddp images (www.ddp.de), one of Germany's leading independent multimedia content agencies. Newzulu's crowd-sourced content will be made available for syndication and licensing on the ddp images syndication platform. Newzulu and ddp images will work together to generate revenue through the sale and licensing of Newzulu's crowd-sourced content to ddp images's editorial, creative and commercial clients in Germany, the world's fourth largest smartphone market and Europe's largest market for content syndication.

Newzulu expects the Agreement with ddp images will deliver a material increase in revenues for Newzulu's editorial business in Germany from the date that the Newzulu content archive and news feed is uploaded to the ddp images platform. The Agreement covers terms for distribution and licensing of Newzulu content by ddp images in Germany, 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. While the specific commercial terms of the Agreement are commercial in confidence, ddp images will syndicate Newzulu crowd-sourced content to clients in Germany on a revenue share basis.

"We are delighted to partner with ddp images which is one of Germany's leading independent multimedia agencies, to deliver crowd-sourced images, videos and Newzulu Live streams to Europe's largest content market. Working in partnership with ddp images Newzulu plans to develop a strong and active community of German contributors, leveraging the capabilities of Newzulu's mobile apps in a country ranked fourth in the world for smartphone ownership to source compelling and high value breaking news, celebrity, sports and lifestyle content. ddp images delivers Newzulu and its contributors a channel for crowd-sourced content to every German publisher, advertising agency and brand" said Alexander Hartman, Executive Chairman of Newzulu.



About ddp images

With offices in Hamburg, New York and Los Angeles, DDP curates photo content from well-known contributors, ensuring a very high standard of journalistic quality and a proper management of copyright and related rights issues. Boasting an experienced team of 30 professionals and a managed archive of 30 million photos, ddp images services newspapers, magazines, online-media, television stations and advertising agencies.

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, Getty Images, Alamy, ddp images in Germany, 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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