

ASX Company Announcement | Issue Date: 9 July 2015

NEWZULU SIGNS PARTNERSHIP WITH VIDEOPLUGGER

Newzulu Limited (**ASX: NWZ**) is pleased to announce that it has entered a content syndication agreement (**Agreement**) with Videoplugger (www.videoplugger.com), the UK based, award nominated and independent global video news agency with an online archive of over 130,000 videos.

Under the Agreement, Videoplugger, which specialises in aggregation, syndication, research and digital delivery of video content, will distribute Newzulu's crowd-sourced video archives through its extensive international client network.

Newzulu expects the Agreement with Videoplugger will deliver a significant increase in revenues for Newzulu's editorial business from the date that the Newzulu content is pushed to the Videoplugger's client network. The Agreement covers terms for distribution and licensing of Newzulu content by Videoplugger on a non-exclusive basis, with a focus on high-quality, validated crowd-sourced video.

Specialising in the syndication of celebrity, showbiz and sports-related online video content for media and commercial use worldwide, Videoplugger is set to distribute content from Boomzulu (Newzulu's celebrity and showbiz vertical) and Sportszulu (Newzulu's sports news vertical), along with Newzulu's crowd-sourced post-live video news content.

Emanuele Galloni, Videopluggger's CEO said "We have long been impressed with pioneering Citizenside now Newzulu and are thrilled by the potential that this new cooperation represents, we expect this to be a mutually beneficial partnership, thanks to Newzulu's unique crowd-sourced content and the added value of our global connections and industry expertise."

"Newzulu is pleased to partner with Videoplugger, one of the world's leading platforms for video news distribution, to expand the reach of Newzulu and Citizenside content to publishers and broadcasters worldwide," said Alexander Hartman, Executive Chairman of Newzulu. "Through Newzulu's partnership with Videoplugger, Newzulu contributors have an expanded capability to get published and paid for video news submissions through Newzulu's web and mobile platforms."

About Videoplugger

Videoplugger's innovative online platform mmnc.net, gathers and distributes the latest video news content to media professionals every day, everywhere in the world: from red carpet footage to paparazzi clips, from royals to public figures, fashion and sport related content, interviews, bloopers etc.

Videoplugger is also the UK agent for Rai Com – the international branch of the Italian state television, since 2006, bringing series such as Inspector Montalbano to UK TV, new media and home video market.

Established in 2004, Videoplugger's experienced team of media consultants has established the company as the market leader in terms of reliability, customer service, technology and efficiency. Videoplugger also offers video content research, rights clearance, unauthorized usage monitoring, copyright negotiations and other industry related services.

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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, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, ddp images in Germany, 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.