

ASX Company Announcement | Issue Date: 20 July 2015

NEWZULU PARTNERS WITH OOYALA

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed an agreement (the “Agreement”) with leading online video technology company Ooyala (www.ooyala.com), under which Newzulu and Ooyala will collaborate on mutual business opportunities and refer clients to each other on a revenue sharing basis.

Ooyala’s main product offering is a platform that enables broadcasters, website operators and media companies to build more engaged audiences and manage, monetise, analyse, and optimise video programming, video streaming and video syndication. The Ooyala platform is built to be modular and provides real-time analysis capability to over 500 customers worldwide, many of which are existing clients or prospects of Newzulu.

Under the Agreement, Ooyala and Newzulu will collaborate on sales opportunities and pursue client opportunities where the Newzulu Platform and Newzulu Live crowd-sourced content platforms will integrate with the Ooyala platform, enabling crowd-sourced video to be delivered seamlessly for clients seeking to implement the product offerings of both companies. The Agreement provides Newzulu a significant additional channel to market via Ooyala’s client base and global sales infrastructure. Newzulu expects the Agreement with Ooyala to deliver a material increase in revenues associated with its Newzulu Platform and Newzulu Live businesses.

“Newzulu is delighted to be working with Ooyala as a sales and referral partner. We are excited by the opportunity to offer the Newzulu Platform and Newzulu Live product suites to Ooyala’s extensive global client base and to leverage the significant global sales infrastructure of Ooyala” said Alexander Hartman, Executive Chairman of Newzulu.

- ENDS -

For further information please contact:

Alexander Hartman
Executive Chairman
E: alexassist@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.com

About Ooyala

Ooyala helps deliver content that connects. A US-based subsidiary of global telecommunications and IT services company Telstra, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms and a leading ad serving solution. Built with superior analytics capabilities for advanced business intelligence and a strong commitment to customers success, Ooyala's industry-leading end-to-end solutions help large-scale broadcasters, operators, media companies, enterprises and brands build more engaged and more profitable audiences, and monetize video and TV with personalized, interactive experiences across any screen.

ESPN, Univision, Sky Sports (UK), Foxtel (Australia), NBC Universal, RTL Group (Germany), M6 (France), TV4 (Sweden), Mediaset (Spain) and STV (U.K.) are just a few of the hundreds of broadcasters and media companies who choose Ooyala.

Ooyala is an independent subsidiary of ASX-listed Telstra Corporation Ltd (ASX: TLS). In June, 2012, Telstra led a US\$35 million round of financing in Ooyala, and announced plans to use Ooyala's software and services to deliver its television content online and, further, to resell Ooyala's platform to other media companies and corporations. On 1 October 2014, Telstra announced that it had acquired Ooyala.

Headquartered in Silicon Valley, Ooyala has offices in New York, London, Dallas, Stockholm, Sydney, Tokyo, Singapore and Guadalajara. It has sales operations in dozens of other countries across the globe. For more information, visit www.ooyala.com.

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, Tribune Content Agency, 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 (ČTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.