

ASX Company Announcement | Issue Date: 22 July 2015

## **NEWZULU SIGNS AUSTRALIAN MEDIA COMPANY**

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed an agreement (the “Agreement”) with a leading Australian media company in relation to licensing and usage of the Newzulu Platform and Newzulu Live product suite. Newzulu is delighted that the client will be the first major Australian media group to crowd-source photos, videos and live video streams from its audience, allowing anybody with a smartphone and a story to contribute to their leading media assets through Newzulu Platform and Newzulu Live technology. Under the Agreement the client will also provide up to three hundred (300) of its staff reporters with Newzulu Live Reporter Kits on their smartphones, such that they can file live video, post live video and photos direct from their mobile phones into the client’s news services across multiple delivery platforms.

The client has required that both its identity and the terms of the Agreement remain confidential at this stage; however, Newzulu anticipates revenues from licensing and subscription fees for Newzulu Platform and Newzulu Live (Reporter Kits and user-generated content) in the range of approximately A\$500,000 to A\$1,600,000 per annum. The Agreement may be extended at the end of the rollout, which is yet to be determined.

“Newzulu is delighted to be working with one of Australia’s leading media companies. We are excited by the deployment of our Newzulu Platform and Newzulu Live products to empower reporters with mobile live video technology and by the breaking news stories that will flow from crowd-sourced photos, videos and live video streams from the client’s audience, leveraging their extensive reach across multiple delivery platforms” said Alexander Hartman, Executive Chairman of Newzulu.

### **AGREEMENT CONDITIONS**

- The Agreement is subject to further negotiation and agreement on specific commercial terms.
- The Agreement extends up to two (2) years, subject to an initial twelve (12) week trial period.
- The Agreement included initial licensing of Newzulu Live Reporter Kits for up to three hundred (300) reporters.
- The Agreement includes initial licensing of Newzulu Live user-generated content capabilities for up to three hundred thousand (300,000) active monthly mobile installations.

## NOTES

Newzulu provides or intends to provide its Newzulu Platform and Newzulu Live technology offerings to multiple media companies in each specific territory, with client pricing and specific integration tailored and commercial in confidence for each client based on their particular business requirements.

Frequently, Newzulu's clients are competitors and as such Newzulu elects to maintain confidentiality in respect to the identity of those clients at the agreement phase to preserve their respective competitive advantages in the integration and deployment phases.

By its nature the Newzulu Platform and Newzulu Live implementations by each client will become visible to the public upon launch and release of those client's websites, mobile applications and usage of Newzulu Live Reporter Kits, as well as through editorial support in print, on the web or on-air depending on the specific client.

- ENDS -

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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, 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 (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).