

ASX Company Announcement | Issue Date: 28 July 2015

NEWZULU SIGNS VIETNAMESE CLIENT

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed an agreement (the “Agreement”) with a Lasta Multimedia in Vietnam in relation to licensing of Newzulu Editorial content and the Newzulu Live product suite. The Newzulu Editorial and Newzulu Live technologies will enable the Vietnamese television and media group to crowd-source photos, videos and live video streams from its audience and from reporters. Lasta runs a Vietnamese culture television channel “Let’s Viet” and intends to launch an additional channel in 2015.

Newzulu offers white-label enterprise software platforms with unique capabilities for media companies, broadcasters and brands. The Agreement entered relates to a leading Vietnamese multimedia company that will deploy Newzulu’s products in Vietnam. The platform leverages traditional media, social media, mobile and web technology that empowers any reporter with Newzulu live to file content from anywhere with a smartphone.

Under the Agreement the client will initially provide up to thirty reporters with the Newzulu Live Reporter Kits apps on their smartphones, with that number expanding based on success in the trial phase. Newzulu Live Reporter Kits enable reporters to efficiently file live video, post live video and photos direct from their mobile phones. Using Newzulu’s Platform and Newzulu Live the broadcaster will offer its viewers the capability to become reporters with a direct channel to contribute live video streams, photos and videos.

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\$100,000 to A\$350,000 per annum, with the potential for extension based on the success of the crowd-sourced news technology rollout. The Newzulu Platform and Newzulu Live business model involves licensing software and editorial services for a monthly fee.

“Newzulu is excited by the opportunity to work with Vietnam’s foremost cultural broadcaster Let’s Viet. Newzulu is excited by the opportunity with Lasta as our partners in Vietnam across Newzulu’s Editorial and Live platforms” said Alexander Hartman, Executive Chairman of Newzulu

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For further information please contact:

Alexander Hartman
Executive Chairman
E: alexassist@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.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 (CTK) in the Czech Republic, ITAR TASS in Russia and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.