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## **NEWZULU LIMITED**

Extraordinary General Meeting

31. July 2015

THIS IS

# NEWZULU

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Providing coverage, content, and technology to broadcasters, news agencies, publishers, and brands around the world.

- Revolutionary content gathering and editorial story validation
- Powerful digital technology
- Connecting broadcasters, publishers and brands with the public



NEWZULU

# SOLUTIONS

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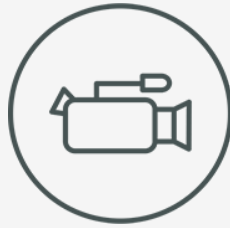
## NEWS

Community of 150,000 citizen reporters in 198 countries

Sales of verified photos, videos and live streams

Syndication partnerships with leading news agencies

Raw and category specific news feeds and packaged content production



## PRIME

International community of film directors and production crews

Sales of creative storytelling-content for brands and publishers

Agile talent sourcing and production management in the cloud



## LIVE

Live-streaming software for broadcasters and publishers

Mobile Software Development Kit (SDK) to integrate Live functionality into existing apps

Reporter app for news organisations

Live Suite, state of the art stream management platform in the cloud



## PLATFORM

Web-based software for publishers and broadcasters

Organizing, broadcasting and amplifying user-generated content at scale

Gather user-generated-content from desktop computers, smartphones, or from social media

**UPDATE**  
Several major  
Australian media  
companies signed to  
Newzulu Platform &  
Newzulu Live

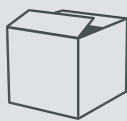
**NEWZULU TECHNOLOGY**

# REVENUE MODEL

## LIVE DEVELOPMENT KIT

Revenues from Software Development Kit (SDK) licensing to media outlets

### DEVELOPMENT LICENSE



**\$20,000 - 50,000**

Per month  
Per active apps

Newzulu Live Software Development Kit: Allows media companies to include Live functionality into their own app. Monthly fee depends on number of active monthly mobile users

## LIVE REPORTER APP

Revenues from Software as a Services (SaaS) licensing to media outlets

### USAGE LICENSE

(depending on number licensed)



**\$100 - 300**

Per month  
Per reporter

Newzulu Live Reporter App: monthly license fee depends on number of reporters (e.g. \$200 per reporter per month on average)

## PLATFORM

Revenues from Software as a Services (SaaS) licensing to media and commercial clients

### ANNUAL CONTRACTS



**\$20,000 - 50,000**

Per license  
Per year

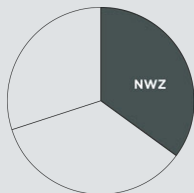
Yearly fee depends on licensed software solution and service usage e.g. \$50,000 per year for full Widget Suite and Media Factory. Bandwidth and usage fees additional.

## NEWZULU CONTENT

# REVENUE MODEL

### CROWDSOURCED NEWS

Revenue from sales through partners  
(photos, videos, live streams)



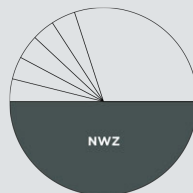
#### REVENUE SHARE

e.g. 30% commission to partner,  
35% commission to contributor, 35% to Newzulu

- For example: \$10,000 sale of a video by one of our partners (Getty, AFP, AAP, CP, Alamy, etc.)
- Partner sells either
  - on exclusive basis (online auction), or
  - non-exclusive (partner prices content)
- Commission to partner (e.g. 30%, \$3,000)
- Contributor receives share (e.g. 50%, \$3,500)
- Newzulu gets remainder (e.g. 50%, \$3,500)

### PACKAGED NEWS

Revenue from subscription sales  
through partners



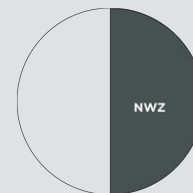
#### SUBSCRIPTION

e.g. 30% commission to partner, fixed reward to  
contributors, remainder to Newzulu

- For example: \$10,000/month subscription sale of Celebrity Updates by one of our partners
- Partner receives commission (e.g. 30%)
- Users that contributed footage to the program receive a fixed reward
- Newzulu receives remainder

### CREATIVE CONTENT / PRIME

Revenue from sales of creative content  
to brands and agencies



#### PER PROJECT BASIS

e.g. 50% to talent, 50% to Newzulu

- For example: \$70,000 ad production budget
- Sales direct or through partners (e.g. Scoopshot)
- Freelance creative receives fee
- Newzulu receives remainder

STRATEGIC

# COLLABORATIONS

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NO STORY OUT OF REACH

**NEWS**

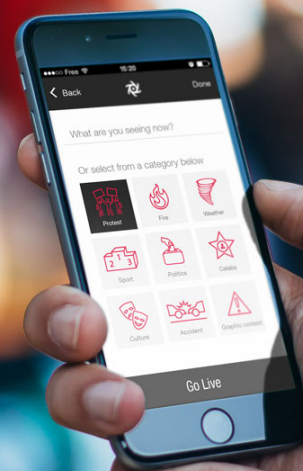
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CITIZEN REPORTER

# COMMUNITY

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- A global community of reporters, photographers, and video-journalists
- Grown over the last 8 years
- Active users in 198 countries
- Sharing photos, videos and stream live via mobile app and website

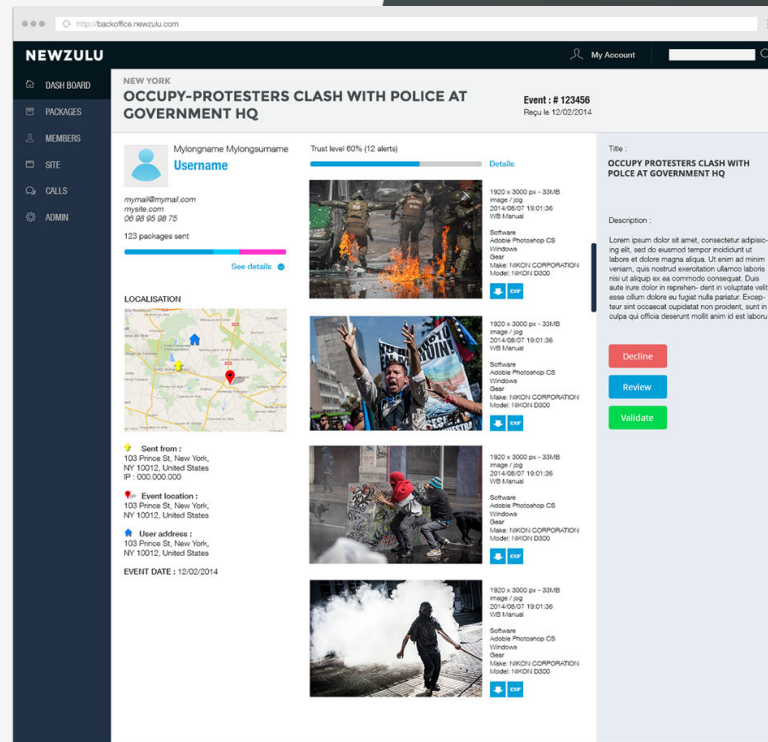




# VALIDATION

Newzulu's editors validate every contribution to the highest journalistic standards.

- Metadata checks on all contributions
- Comprehensive story verification
- Trust ratings based on multi-faceted data
- Obscenity and profanity filtering
- Moderation in line with broadcast regulations
- Internationalization via translation panels
- System developed in partnership with AFP



**NEWZULU**

# VERTICALS

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## **BOOMZULU**

People and showbiz news from fans and celebrity spotters.

## **WEATHERZULU**

Eyewitnesses sharing stories from the center of the storm

## **SPORTZULU**

Crowdsourced news from local, national and global sports events

## **NEWZULU AIR**

Sky-high news and content gathering - delivered by drones

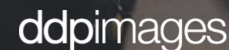


## SYNDICATION

# PARTNERSHIPS

Newzulu has formed exclusive regional content distribution & syndication partnerships with some of the world's leading news and multimedia agencies.

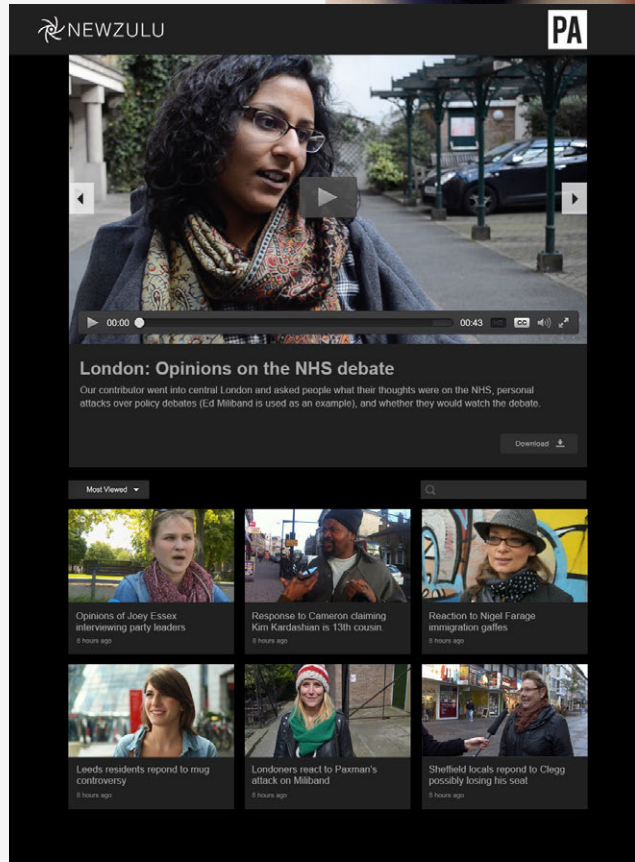
New syndication partnerships with Getty Images, DDP Images, Alamy, Aflo Images, Nippon News, TASS, GTRES and CTK.



## NEWS CASE STUDY

# COVERING THE UK GENERAL ELECTION

Newzulu collaborated with the Press Association in delivering a daily selection of videos and live reports from the campaign trail around the country.







CONNECT THROUGH CONTENT

**PLATFORM**

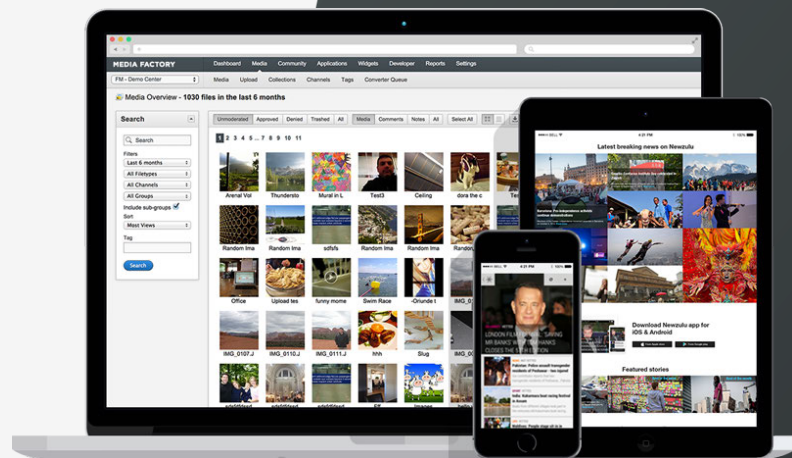
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NEWZULU

# PLATFORM

Newzulu Platform is web-based software for gathering, organizing, and broadcasting user-generated content at scale.

Newzulu Platform allows organizations to put together a user-generated content campaign within just a few minutes. Our solutions range from embeddable widgets to full white label User-Generated News community platforms, mobile apps or SDK.



# HOW IT WORKS

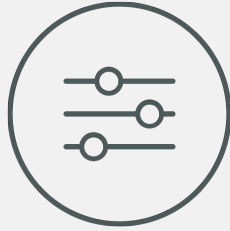
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Sourcing and curating audience-generated content to connect companies and their customers



## GATHER

Newzulu Platform sources and collects fresh, relevant photos, videos and other social content that engages every audience.



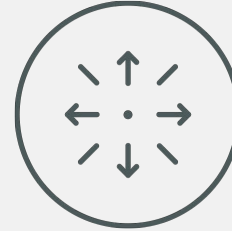
## CURATE

Use smart-filtering tools to moderate, validate, group, channel and tag content into meaningful collections.



## PUBLISH

Get broader value from your curated content by publishing to websites, social networks, mobile, broadcast and print or syndicate to our press agency partners.



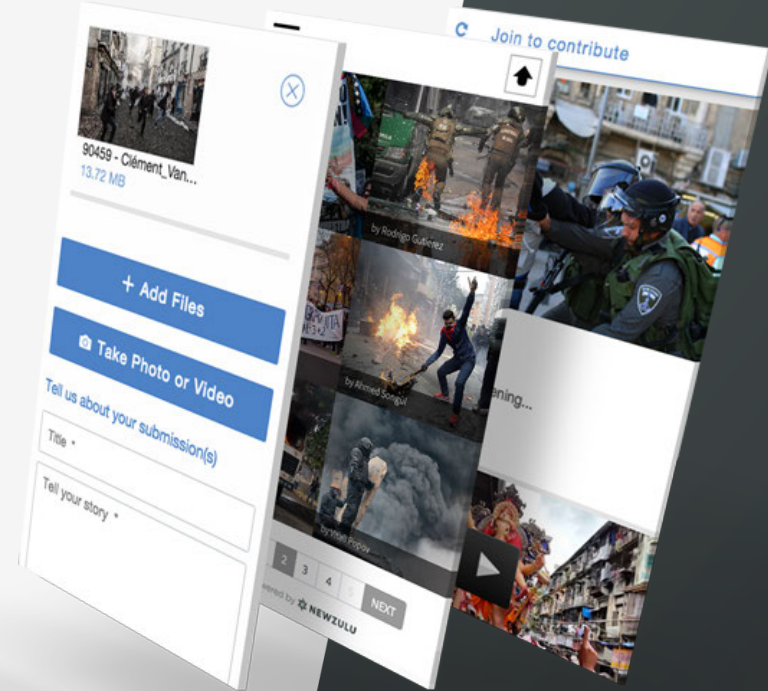
## ENGAGE

Engage your audience with social activities that increase page views and time spent on site.

NEWZULU PLATFORM

# CONNECT THROUGH CONTENT

Newzulu's software as a service (SaaS) products provide publishers, broadcasters and brands with real-time, curated content, contests and promotions that drive results and drastically increase audience engagement.







SMARTPHONE TO BROADCAST

**LIVE**

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LIVE STREAMS, FROM SMARTPHONE TO TV

# NEWZULU LIVE

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Newzulu Live is an out-of-the-box live-streaming solution for any reporter network.

Newzulu Live also allows news organizations to plug into verified, produced, secure live streams from our citizen reporter network, worldwide, 24/7.



NEWZULU

# LIVE SUITE

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Live Suite is a cloud-based live streaming suite through which our clients request coverage and subscribe to live streams featuring footage from our citizen reporters globally and/or client reporter network.



## LIVE SUITE

# FEATURES



### COVERAGE REQUESTS

Enter events from your news diary and get the live coverage you need. Mobilize reporters to locations of interest.



### STREAM COLLECTION

Gather streams from smartphones, webcams and internet protocol cameras.



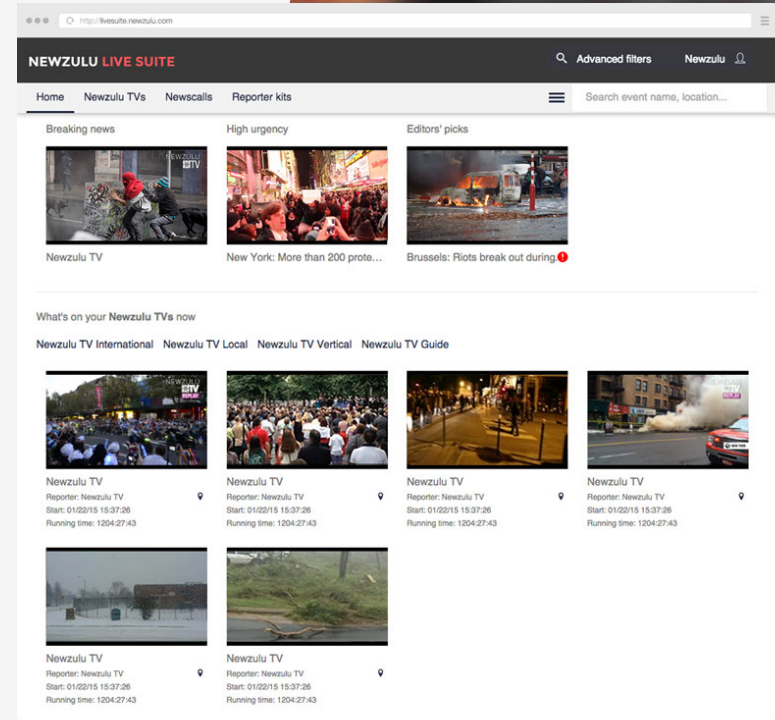
### CHANNEL PRODUCTION

Production of regional user-generated news channels from incoming streams on the fly.



### LIVE OUTPUT

Instantly stream live footage on TV, on a website, or within an app.



**LIVE**

# REPORTER KIT

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- Live Reporter App
- Dedicated Live Suite backend
- Notify reporters by launching geo-targeted Newscalls
- Production (curation, cleaning) by Newzulu TV production staff or client



**NEWZULU LIVE**

# HIGHLIGHTS

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## **WORLDWIDE**

Media companies can tap into live streams by citizen reporters across the globe and launch newscalls to get the coverage they need.

## **VERIFIED + VALIDATED**

Newzulu's editors verify contributors and validate each report to the highest journalistic standards.

## **BROADCAST-READY**

Newzulu Live delivers edited, produced and broadcast-ready live streams.

## **SECURE**

All streams are “cleaned” according to set editorial guidelines, no profanity, no nudity.

## **CROSS-PLATFORM**

News organizations and broadcasters can choose their preferred output format: web, in-app or on broadcast.



AGILE STORYTELLING

**PRIME**

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NEWZULU

# PRIME

Agile storytelling and video production for the social age.

Newzulu Prime provides access to a global network of producers, filmmakers and creative minds around the world. Since its launch in late 2014, Newzulu Prime has already produced cutting edge video storytelling content for Nokia, Microsoft, Michelin and the French lens manufacturer Essilor.

NOKIA



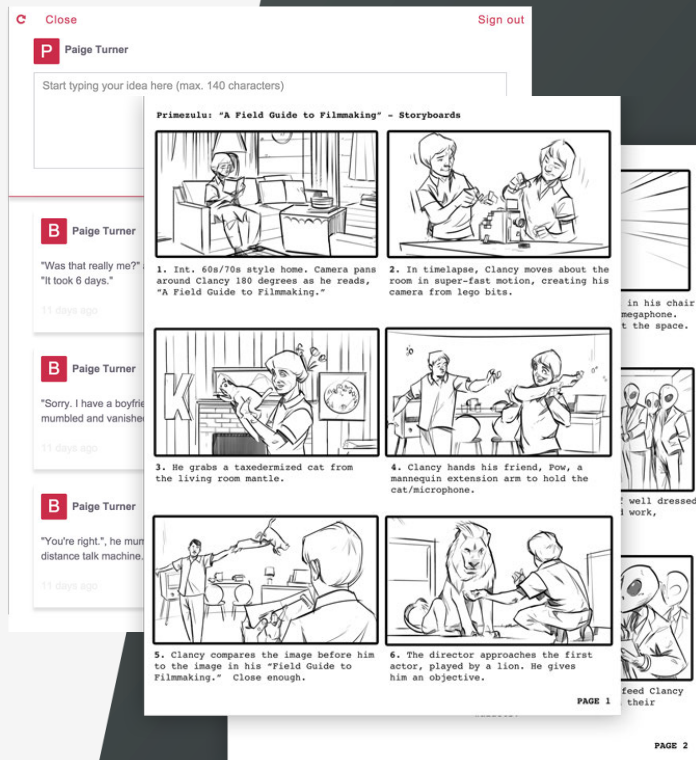


## 21ST CENTURY CONTENT PRODUCTION

# GET THE BEST CREATIVE. FAST.

Clients access a global filmmaker community by launching ideation- and film production pitches that meet any communication or campaign objective.

Newzulu Prime delivers scripted, high-quality films that fuel any storytelling strategy with relevant content, from TV ads and web series, to robust documentary shorts and video journalism.



NEWZULU PRIME

# BENEFITS

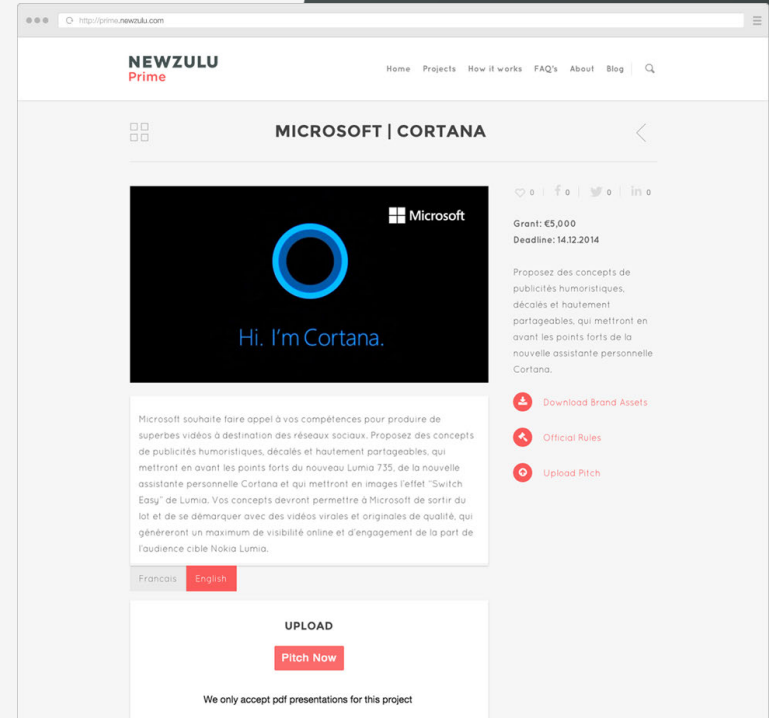
**CREATIVE DIVERSITY:** Hundreds of pitched ideas, story boards, creative concepts and videos for clients to choose.

**TIME SAVER:** Production turnaround as short as three weeks from brief to completion.

**CONTROL:** Iteration stages, managed production process, no surprises.

**COST-EFFECTIVE:** Removing production intermediaries results in significant cost savings.

**SCALE:** Our platform allows clients to scale and plan multiple productions at once.



## PRIME CASE STUDY

# MICROSOFT

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Microsoft France required funny clips for their social channels to promote the ease of switching to Windows Phone.

Within one week we received over 60 creative concepts from film directors in France, the US, Italy, Austria and the UK. Microsoft selected 3 pitch submissions from a French crew. Films were shared on Microsoft's social media channels, generating significant engagement with followers and fans.





NEWZULU, THE COMPANY

**CORPORATE**

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THE NEWZULU

# BOARD OF DIRECTORS

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Newzulu is led by a highly regarded and credentialed Board of Directors and Management with in-depth knowledge, experience and relationships in the media and telecommunications sectors.



Alexander Hartman

Executive Chairman



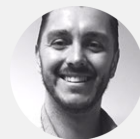
Theo Hnarakis

Non Executive Director



Phil Kiely

Non Executive Director



James Bodel

Non-Executive Director



Peter Gunzburg

Non Executive Director

SENIOR

# EXECUTIVES

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Steve Hulford

Global Chief Technology  
Evangelist



Marc Milgrom

Global Chief Operating Officer



Craig Sowden

Chief Financial Officer



Karen Logan

Company Secretary



Dave Minogue

Global Senior Vice President,  
Engineering



Olivier Corgeron

Chief Technology Officer



Emerald Bond

Director of Corporate  
Development



Ludovic Vossovich

Managing Director, Europe

**NEWZULU**

# BUREAUS

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Newzulu has established bureaus and beta launch operations in Australia, France, UK, USA, Canada, the Middle East, and India.



## **NEW YORK**

247 W 38th Street  
Suite 1601  
New York, NY 10018  
United States

## **LOS ANGELES**

4401 Wilshire Boulevard  
2nd Floor, Suite 240  
Los Angeles, CA 90010  
United States

## **TORONTO**

18 Mowat Avenue  
2nd Floor  
Toronto, ON M6K 3E8  
Canada

## **LONDON**

2 Bath Place  
Rivington Street  
London EC2A 3DR  
United Kingdom

## **NEW DELHI**

E-Block, House No-  
106, 2nd floor, Saket.  
New Delhi - 110017  
India

## **ATLANTA**

225 Peachtree Street NE  
Suite 1620  
Atlanta, GA 30303  
United States

## **MONTREAL**

4284 rue de La Roche  
Montréal, QC, H2J 3H9  
Canada

## **PARIS**

15 Rue Taitbout  
75009 Paris  
France

## **TEL AVIV**

5 Hagavish Street  
Kfar Saba 44641  
Israel

## **SYDNEY**

AAP News Centre  
3 Rider Boulevard  
Rhodes NSW 2138  
Australia

30 JUNE 2015

# TOP 20 SHAREHOLDERS

RANK	NAME	SHARES	%
1	BLUEROOM CAPITAL PTY LTD	73,571,429	13.83
2	MATILDA MEDIA PTY LTD <MATILDA MEDIA A/C>	55,617,482	10.45
3	WYUNA GROUP PTY LTD <WYUNA GROUP A/C>	44,643,574	8.39
4	GANDALF HOLDING (NSW) PTY LTD <GANDALF A/C>	35,643,743	6.70
5	PAPELLA PTY LTD	30,216,588	5.68
6	NATIONAL NOMINEES LIMITED	18,249,910	3.43
7	GLENEAGLE SECURITIES NOMINEES PTY LIMITED	14,000,000	2.63
8	RBC TRUST COMPANY (GUERNSEY) LIMITED <RAG1 A/C>	10,000,000	1.88
9	MR PETER SCARF	9,809,080	1.84
10	SUPERGUN PTY LTD <BRICKLANDING SUPER A/C>	9,718,284	1.83
11	MR ALEXANDER JAMES HARTMAN	9,514,807	1.79
12	HARTPOWER PTY LIMITED <THE KEITH HARTMAN NO 2 A/C>	8,239,627	1.55
13	CITICORP NOMINEES PTY LIMITED	8,168,983	1.54
14	MS JENNIFER ANNE CARR <LOUISE ACCOUNT>	7,500,000	1.41
15	J P MORGAN NOMINEES AUSTRALIA LIMITED	6,902,130	1.30
16	ECAPITAL NOMINEES PTY LIMITED <ACCUMULATION A/C>	5,500,000	1.03
17	ECRUCIS PTY LTD <KIELY FAMILY SUPER FUND A/C>	5,450,870	1.02
18	MONEX BOOM SECURITIES (HK) LTD <CLIENTS ACCOUNT>	5,000,000	0.94
19	MR JASON RICH	5,000,000	0.94
20	DOMINET DIGITAL INVESTMENTS PTY LTD <DOMINET DIGITAL A/C>	4,450,870	0.84
TOTAL		367,197,377	69.02



AS AT 14 JULY 2015

# ISSUED CAPITAL

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CLASS OF SECURITIES	NUMBER
Fully paid ordinary shares	532,005,936
Employee incentive options exercisable at \$0.30 each and expiring 30 June 2015	586,660
Financial advisor options exercisable at \$0.90 each and expiring 30 November 2015	666,666
Former director options exercisable at \$0.30 each and expiring 30 June 2017	500,000
Director options exercisable at \$0.10 each and expiring 30 June 2017	24,000,000
Director options exercisable at \$0.20 each and expiring 31 October 2017	2,000,000
Lender options exercisable at \$0.20 each and expiring 9 February 2018	5,000,000
Executive options exercisable at \$0.20 each and expiring 9 February 2018	5,500,000
Executive performance rights	550,000

QUESTIONS?

# CONTACT

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For further information please  
contact:

**ALEXANDER HARTMAN**

Executive Chairman  
[alexassist@newzulu.com](mailto:alexassist@newzulu.com)

**KAREN LOGAN**

Company Secretary  
[karen@newzulu.com](mailto:karen@newzulu.com)

