

ASX Company Announcement | Issue Date: 12 August 2015

NEWZULU SIGNS GLOBAL NEWS AGENCY AS PARTNER & CLIENT

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed an agreement (the “Agreement”) with one of the world’s largest global news agencies under which they will commence syndication of Newzulu Editorial crowd-sourced content, as well as licensing and usage of the Newzulu Live product suite. Newzulu’s Editorial offering is the world’s leading crowd-sourced content feed for global and national news agencies, featuring high quality validated crowd-sourced news content across multiple categories. The Newzulu Live technologies enable news agencies to crowd-source photos, videos and live video streams from staff reporters. The global news agency is one of the world’s largest and most respected news providers, reaching almost every publisher in the world and through them an estimated 3,000,000,000 consumers.

Under the Agreement the client will initially provide up to ten (10) of its staff reporters with the Newzulu Live Reporter Kits apps on their mobile devices, with that number expanding based on success in the trial phase, with the potential for deployment to all of the news agency’s staff including over three thousand (3000) reporters worldwide. Newzulu Live Reporter Kits enable reporters to efficiently file live video, post live video and photos direct from their mobile devices. The global news agency is the third international group to sign an arrangement for distribution of Newzulu’s Editorial crowd-sourced news and the second such group to deploy Newzulu Live Reporter Kits to its own journalists. Newzulu is pleased that the Agreement advances Newzulu’s position as the world leader in its field.

The global news agency has required that its identity and the terms of the Agreement remain confidential at this stage; however, Newzulu anticipates revenues from Newzulu Editorial syndication and from licensing and subscription fees for Newzulu Live Reporter Kits to be in the range of approximately A\$600,000 to A\$5,500,000 per annum, with the potential for extension based on the number of Newzulu Live Reporter Kits determined to be deployed. The Newzulu Editorial business model involves sale of photos and videos to the global news agency’s clients while Newzulu Live business model involves licensing software and editorial services for a monthly fee.

“Newzulu is extremely excited by the opportunity to work with another one of the world’s largest and most respected news agencies. With this Agreement, Newzulu has advanced the establishment of its Editorial offering as the most respected and pervasive source of crowd-sourced news and content in

the world. In addition Newzulu is excited that another global news agency will deploy Newzulu Live Reporter Kits to its own journalists, enabling them to file live video from their mobile phones from anywhere in the world and share compelling new perspectives of breaking news stories.” said Alexander Hartman, Executive Chairman of Newzulu.

AGREEMENT CONDITIONS

- The Agreement is subject to further negotiation and agreement on specific commercial terms.
- The Agreement is subject to an initial four (4) week trial period.
- The Agreement includes initial licensing of Newzulu Live Reporter Kits for up to ten (10) reporters.

NOTES

Newzulu’s clients are often 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.

- ENDS -

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About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a mobile device and a story, to share news, get published and get paid. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto and Sydney. 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.