

ASX Company Announcement | Issue Date: 31 August 2015

## **NEWZULU SIGNS MAJOR CONTENT DEALS IN INDIA & BELGIUM**

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed two new international partners to its Newzulu Content syndication platform, one partner based in India and one partner based in Belgium. Newzulu has also entered into an agreement in India with Mahatta Multimedia, a leading Indian content agency (**Mahatta**), operates leading online content platforms in India such as [www.indiapicture.in](http://www.indiapicture.in), [www.ibudgetphoto.com](http://www.ibudgetphoto.com) and is also the representative of Shutterstock in India. Newzulu has also entered into a partnership in Belgium with Belga News Agency Belgium's national news agency and the primary supplier of news content in Belgium (**Belga**).

The agreement with Mahatta delivers Newzulu market access, sales and distribution capabilities in India with its extensive media sector, where mobile internet use is growing significantly and where publishers and broadcasters are increasingly seeking high quality, validated, crowd-sourced images, videos and live video streams from mobile devices. The agreement with Belga provides Newzulu market access in Belgium, a thriving market for content syndication. Newzulu expects the agreements with Belga and Mahatta to generate content sales revenues after a short integration period and to make a significant contribution to the global establishment of Newzulu's Content division as world leader in crowd news images, videos and live video with expanded reach in Belgium and India.

In parallel with the agreements, Newzulu will increase online outreach for contributors from both Belgium and India through separate specific in each respective country to source high-quality news and entertainment content in those countries. Through Newzulu everybody can get published and paid when they submit news photos and videos. Newzulu will work through its partnerships in Belgium and India to promote the Newzulu mobile apps and engage with local contributors to source news and creative images and videos via Newzulu's platform. Newzulu makes payments to contributors when their news content is sold globally through Newzulu's global partnerships.

Newzulu Content generates revenue through the sales of editorial and entertainment images and videos through partnerships with the world's leading news wires and licensing agencies and content distributors globally. Newzulu expects the agreements to commence generating sales revenues, on a revenue share basis, from Belgium and India within 3 months from the date that technical integration of the partners' respective integration with Newzulu.

- Under Mahatta partnership agreement, Newzulu and Mahatta will work together in India to crowd-source high quality news and entertainment photos, videos and live video streams, with expanded community outreach in India to source local and hyper-local news content from the Newzulu India contributor base, and leveraging Mahattas online platforms such as [indiapicture.in](http://indiapicture.in), [ibudgetphoto.com](http://ibudgetphoto.com) and Shutterstock India.
- Under Belga partnership agreement, Newzulu and Belga will work together in Belgium to crowd-source high quality news and entertainment photos, videos and live video streams, with expanded community outreach in Belgium to source local and hyper-local news content from the Newzulu Belgium contributor base, and leveraging the significant client reach and news distribution capabilities of Belga.

“Newzulu is delighted to announce two partnerships which deliver a major significant expansion of Newzulu’s global reach. Through these deals Newzulu now enables contributors of photos, videos and live video streams to access the immense market opportunity in India, as well as to every publisher, broadcaster and brand in Belgium. We are excited by the continued expansion of the Newzulu Content partnership network, which now covers a significant proportion of the world and includes agreements for sales and distribution in most major content markets globally. These partnership agreements advance Newzulu’s vision to be the world’s primary crowd sourced newswire with distribution to every publisher, broadcaster and brand” said Alexander Hartman, Executive Chairman of Newzulu

### **About Belga**

Based in Brussels, Belga News Agency is the main provider of news media in Belgium, delivering news stories covering all contemporary fields, from politics, economics and finance to social affairs, sport culture and human & social interest stories, 24 hours a day/7 days a week throughout Belgium and internationally. News is distributed in the form of dispatches (text), photos and in audio and video formats. Belga’s annual production stands at 218,000 dispatches (in French and Dutch) and the company produces over 90 online articles, 19 audio bulletins and 30 video articles daily.

### **About Mahatta Multimedia**

Mahatta Multimedia is one of the leading players in the business of providing creative media licenses for content through various online platforms. Mahatta aims to publish the best of local and international content to cater to the needs of Indian advertisers, publishing houses, marketing and media professionals. Mahatta Multimedia provides its services through easy to use web portals. It undertakes to create its own or represent different platforms to cater to all kinds of creative requirements.

Mahatta operates leading online content platforms in India such as [www.indiapicture.in](http://www.indiapicture.in), [www.ibudgetphoto.com](http://www.ibudgetphoto.com) and is also the representative of Shutterstock in India.

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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, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic, ITAR TASS in Russia, Mahatta Multimedia in India and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).