

ASX Company Announcement | Issue Date: 28 September 2015

NEWZULU SIGNS PARTNERSHIPS IN ITALY & POLAND

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed two new leading international partners to its Newzulu Content syndication platform. Newzulu has entered into content distribution agreements with Agenzia Nazionale Stampa Associata (**ANSA**) Italy's leading news wire service and one of the world's leading news agencies, and Eastern European photo agency East News (**East News**).

Newzulu will work closely with both partners to generate revenue through the distribution and licensing of Newzulu's high quality crowd-sourced photo and video content through the ANSA and East News syndication platforms. Newzulu will also benefit from expanded community outreach in both Italy and Poland to source local and hyper-local news content, and leverage the significant client reach and news distribution capabilities of both ANSA and East News.

Newzulu expects the agreement with ANSA to deliver a significant increase in revenues for Newzulu Content, with the daily syndication of Newzulu content through ANSA's extensive national and internal client network including major international publishers and national newspapers. The agreement with East News delivers Newzulu market access, sales and distribution capabilities in Poland with its fast growing media market, which analysts have predicted will have expanded by 5.8 percent in 2018. Newzulu will join East News' list of global partners, which include prestigious photo agencies such as Agence France-Presse, Associated Press, Sipa Press, Le Figaro and the New York Times. While the specific commercial terms of the agreements are commercial in confidence, both ANSA and East News will syndicate Newzulu's crowd-sourced content to clients in Italy and Poland respectively, on a revenue share basis.

Newzulu will increase online outreach for contributors from both Italy and Poland through separate specific in each respective country to source high-quality news content in those countries. Newzulu will work through its partnerships in Italy and Poland 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 is pleased to announce two major content partnerships in Europe which extend the Newzulu Content network for global distribution and sale of high quality, validated crowd sourced media. Newzulu is delighted to announce its partnership with ANSA, giving Italian and international

contributors the opportunity to have their images and videos syndicated and sold by Italy's national news agency. Newzulu is delighted to announce its partnership with EastNews in Poland, extending the Newzulu Content network throughout Eastern Europe and enabling any EastNews contributor with a smartphone and a story to get published and get paid."

About ANSA

ANSA is Italy's leading news agency and among the top new agencies in the world. It is a cooperative of 34 members comprising publishers and major national newspapers, and was established to publish and distribute news. For over 60 years, ANSA has been providing comprehensive coverage of events in Italy and abroad through 22 offices at home and in over 79 locations in 74 countries. ANSA provides over 3000 daily news items and more than 700 photos a day via any transmission platforms (web, satellite, mobile phones) to the Italian media, national institutions, and local and international media associations. The ANSA news broadcasts national, local and sector-specific news.

About East News

Founded in 1992, East News has emerged as a leading photo agency within Eastern Europe, with offices in Warsaw, Moscow, Kiev and partner agencies in over 20 countries. East News represent prestigious photo agencies including AFP, Rex Features, AP, Sipa Press, Polaris, Redux, Rover Violet, Everett Collection, Le Figaro, New York Times, Mondadori Press, SPL and AGE Fotostock.

Every day East News distributes thousands of images from the suppliers from all around the world to professional clients across all media sectors. East News' online database gives clients access to more than 15,000,000 images including a large selection of historical stock images.

- ENDS -

For further information please contact:

Alexander Hartman
Executive Chairman
E: alexassist@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.com

USA investor contact:
Rudy Barrio
DresnerAllenCaron
T: +1 212 691 8087
E: r.barrio@allencaron.com

USA media contact
Len Hall
DresnerAllenCaron
T: +1 949 474 4300
E: len@allencaron.com

About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a mobile devices 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, Agenzia Nazionale Stampa Associata (ANSA) in Italy, East News in Poland, Mahatta Multimedia in India and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.