



NEWZULU

ASX:NWZ

NEWZULU LIMITED

Annual General Meeting

25 November 2015





CONTENT

Providing verified content from the crowd, live and on-demand, to help news organisations save on news-gathering and content production costs



TECH

Web-based and mobile software-as-a-service for broadcasters and publishers to turn their audience into reporters and streamline their media workflow

NEWZULU

UGC NEWS CHANNELS

User-generated content + technology package for broadcasters

Integration of Newzulu technology and content with television and online video.

- Targets: Cable, satellite, OTT and online video services
- Leveraging Newzulu technology
- Revenues from format licensing and production services

NEW
SOLUTION



CONCEPT

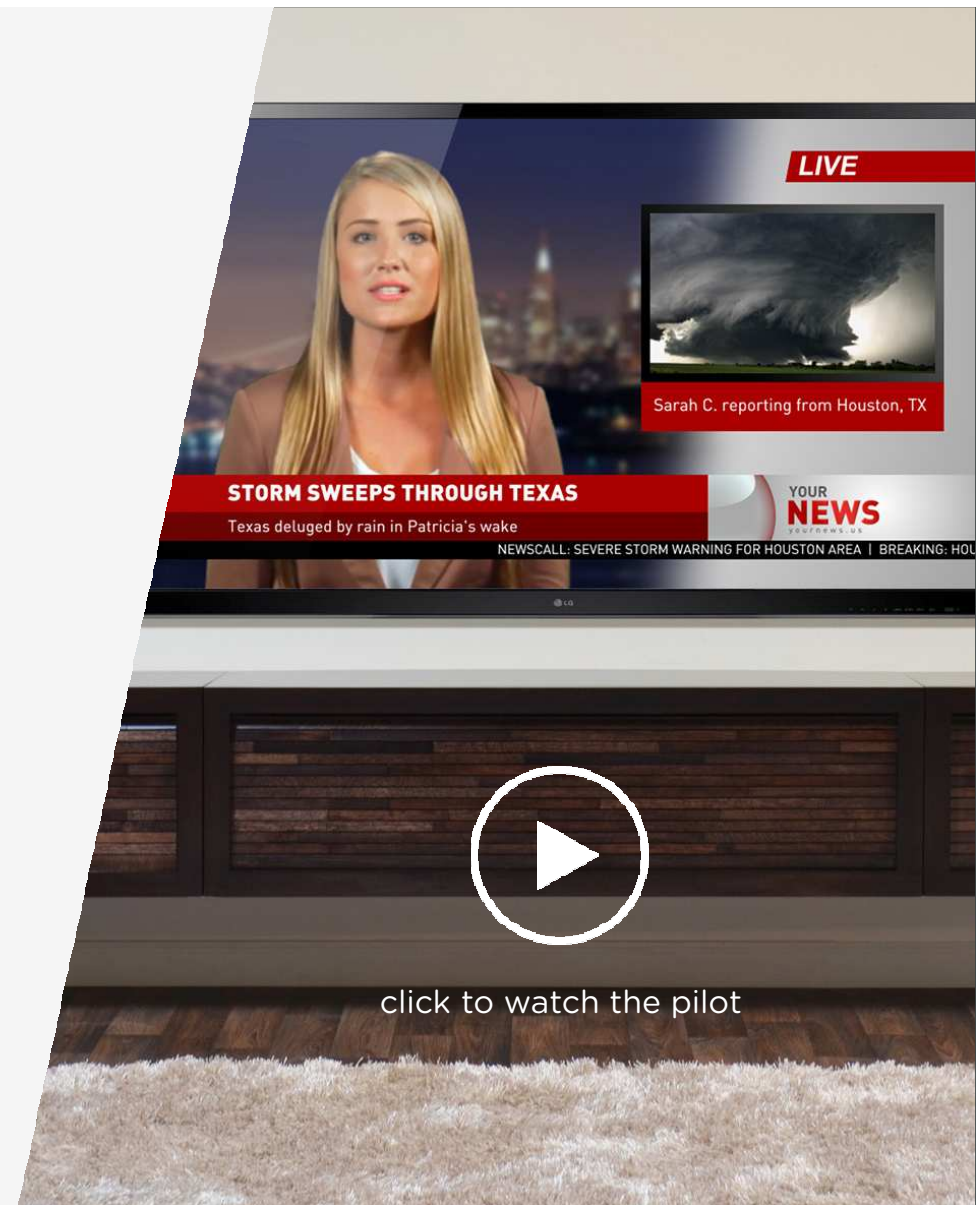
UGC NEWS CHANNELS

Your News: a crowdsourced TV-News channel for a broadcaster in the United States

Your News is a concept for a 24/7 news channel based exclusively on user-generated content. With Your News, viewers become reporters.

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NO STORY OUT OF REACH

CONTENT

TODAY, EVERYBODY IS A NEWS REPORTER

Newzulu specialises in gathering and verifying user-generated content, shared on social media, through its mobile app or via the Newzulu website.

News agencies license Newzulu's crowdsourced content to increase their coverage and save news-gathering costs.

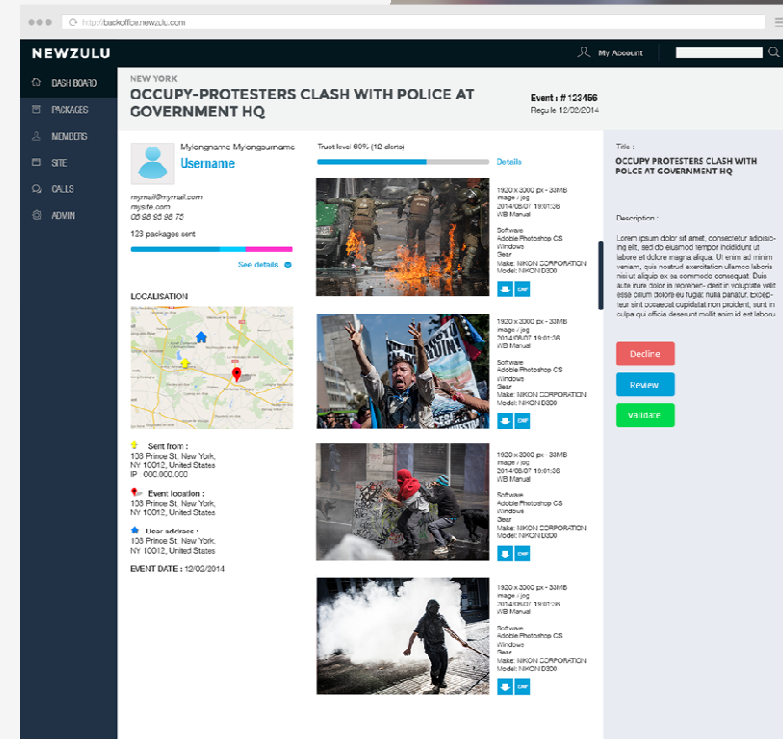


USER-GENERATED CONTENT

VALIDATION

Newzulu is a trusted source for user-generated content, fact-checked 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



CONTENT SYNDICATION

PARTNERSHIPS

Newzulu distributes and syndicates its content through a wide range of exclusive partnerships with some of the world's leading news and multimedia agencies.



NEWZULU CONTENT

PRIME

Agile storytelling and high-end video production for the social age.

Newzulu Prime takes high-end video production to the cloud, providing brands and publishers with easy and instant access to a global network of professional producers, filmmakers and storytelling talent around the world.

Clients include Microsoft, Nokia, Michelin, Essilor, Natixis, Amundi, Darty, Assureurs Prevention, Cofely Ineo amongst others.

UPDATE
Turnaround of
EUR 120k in
November 2015
alone.



NOKIA

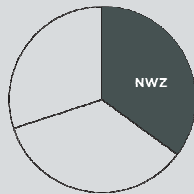


NEWZULU CONTENT

REVENUE MODEL

CROWDSOURCED NEWS

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



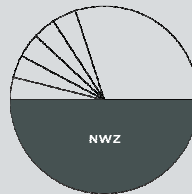
REVENUE SHARE

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)

PRODUCED UCG NEWS

Revenue from subscription sales
through partners



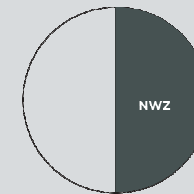
SUBSCRIPTION

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



CONNECT THROUGH CONTENT

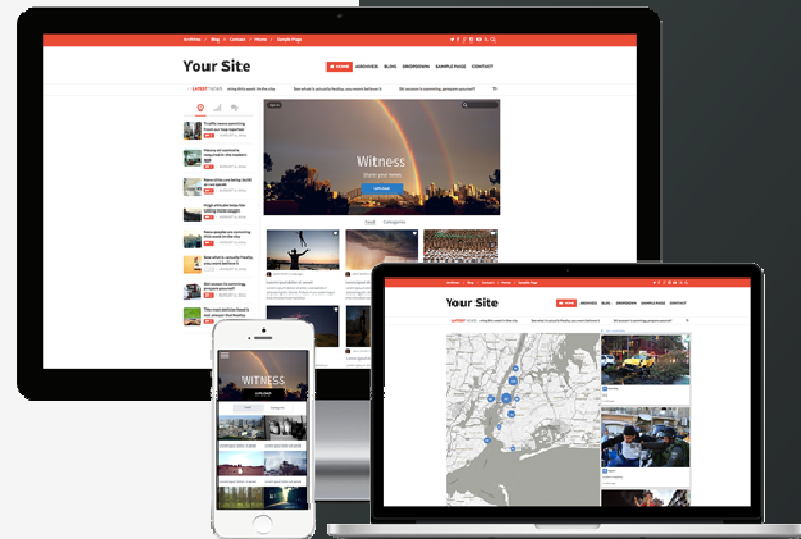
TECHNOLOGY

NEWZULU

PLATFORM

Newzulu Platform is web-based software for gathering, organising, and broadcasting user-generated content at scale, live or on-demand

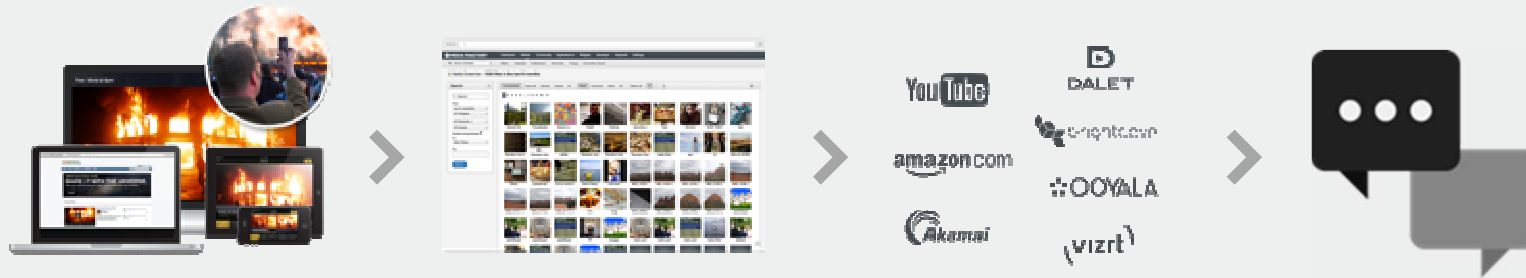
Newzulu Platform allows organisations to launch user-generated content campaigns within minutes. Our solutions range from embeddable widgets to full white label User-Generated News community platforms, mobile apps or SDK.



NEWZULU

PLATFORM WORKFLOW

Workflow automation saves time by integrating live-streaming, content management and publishing to our clients' rich media workflows.



GATHER

Whether in the field or at the desk it is easy to stream or upload content no matter if staff or audience. Maintain custom meta data across systems.

CURATE

Have content flow through, or moderate in the cloud. Filter and organise contributions into groups and channels. Edit videos in the cloud.

PUBLISH

Publish to downstream systems. Route content in the appropriate format and maintain metadata.

NOTIFY

Alert the key people that need to know that content has arrived.

NEWZULU

MOBILE APPS

Newzulu Mobile offers broadcasters and publishers the opportunity to integrate their audience into the reporting process.

Clients can launch their own version of the Newzulu app or add our content-gathering and live-streaming features to existing apps via the Newzulu API or SDK.



API + SDK

API: Documentation on over 50 different APIs for uploading, moderating, organizing, publishing photo/video, audio or text.

90459 - Clément Van...
13.72 MB

Join to contribute

+ Add Files

Take Photo or Video

Tell us about your submission(s)

Title *

Tell your story *

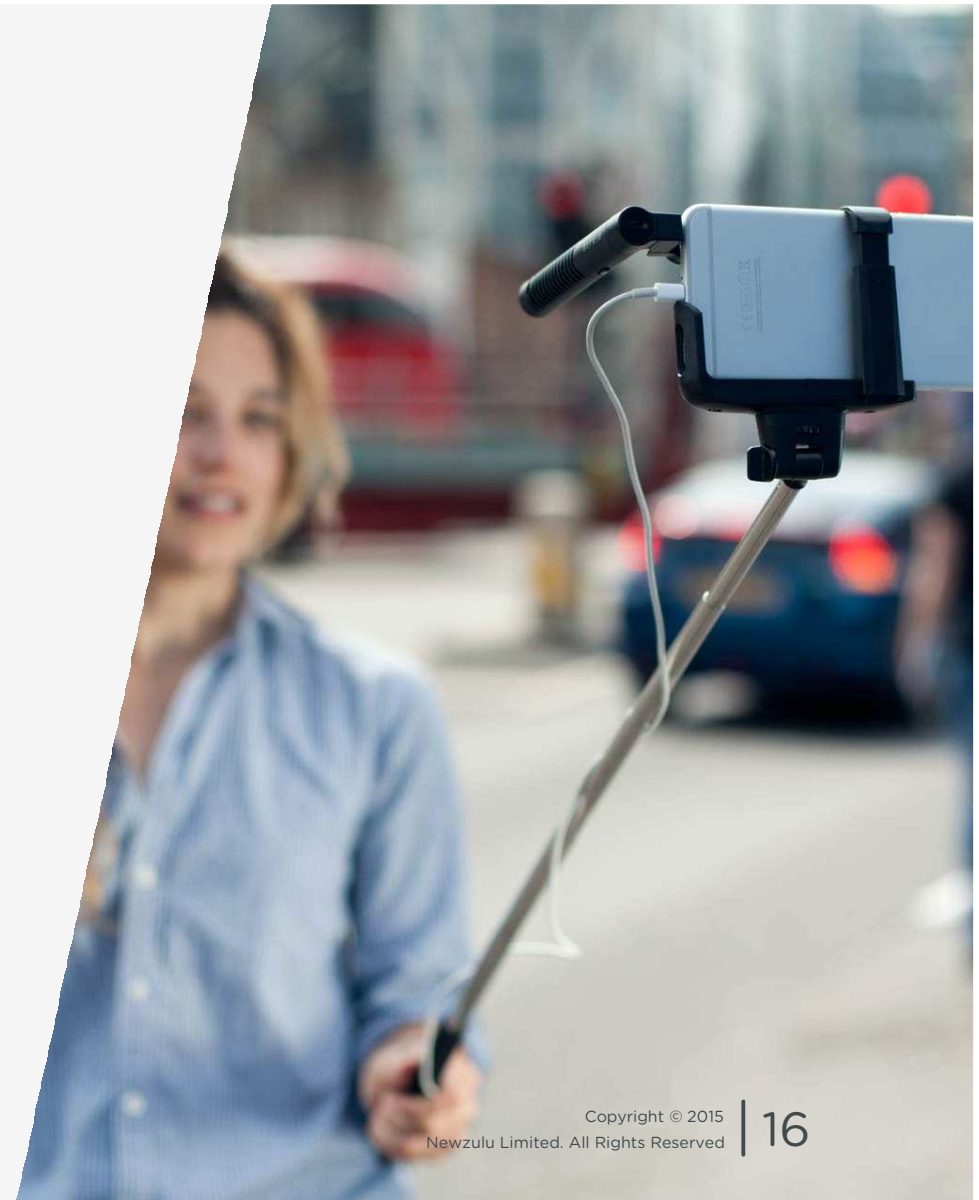
1 2 3 4 NEXT

powered by NEWSULU

AN INTEGRATED NEWZULU TECH SOLUTION

REPORTER KIT

- Reporter App with live-streaming functionality (Newzulu Mobile)
- Stream and media management backend (Newzulu Platform Media Manager)
- Geo-targeted push notifications to reporters in the field (Newzulu Newscalls)
- Live and post-live media distribution (Newzulu Platform Workflow)



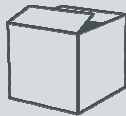
NEWZULU TECH

REVENUE MODEL

APP 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

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, THE COMPANY

CORPORATE

THE NEWZULU

BOARD OF DIRECTORS

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



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 Vossovic

Managing Director, Europe

NEWZULU

BUREAUS

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



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

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2nd Floor
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Canada

PARIS

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75009 Paris
France

SYDNEY

AAP News Centre
3 Rider Boulevard
Rhodes NSW 2138
Australia

LONDON

2 Bath Place
Rivington Street
London EC2A 3DR
United Kingdom

AS AT 31 OCTOBER 2015

TOP 20 SHAREHOLDERS

RANK	NAME	SHARES	%
1	BLUEROOM CAPITAL PTY LTD	96,378,447	15.07
2	WYUNA GROUP PTY LTD <WYUNA GROUP A/C>	56,924,276	8.9
3	MATILDA MEDIA PTY LTD <MATILDA MEDIA A/C>	55,617,482	8.7
4	GANDALF HOLDING (NSW) PTY LTD <GANDALF A/C>	35,643,743	5.57
5	PAPELLA PTY LTD	30,216,588	4.72
6	MR DAMIEN GOSSET	19,920,327	3.11
7	GLENEAGLE SECURITIES NOMINEES PTY LIMITED	14,000,000	2.19
8	HSBC CUSTODY NOMINEES (AUSTRALIA) LIMITED	11,004,812	1.72
9	RBC TRUST COMPANY (GUERNSEY) LIMITED <RAG1 A/C>	10,000,000	1.56
10	MR PETER SCARF	9,809,080	1.53
11	SUPERGUN PTY LTD <BRICKLANDING SUPER A/C>	9,718,284	1.52
12	MR ALEXANDER JAMES HARTMAN	9,514,807	1.49
13	HARTPOWER PTY LIMITED <THE KEITH HARTMAN NO 2 A/C>	8,239,627	1.29
14	PISTACHIO PTY LTD <THE SURE THING A/C>	8,220,000	1.29
15	MS JENNIFER ANNE CARR <LOUISE ACCOUNT>	7,500,000	1.17
16	BT PORTFOLIO SERVICES LIMITED <KIELY FAMILY SUPER FUND A/C>	6,328,063	0.99
17	TOM HALE PTY LTD	6,008,772	0.94
18	ECAPITAL NOMINEES PTY LIMITED <ACCUMULATION A/C>	5,500,000	0.86
19	ZACOB PTY LTD <R & M BIANCARDI A/C>	5,216,330	0.82
20	MR JASON RICH	5,000,000	0.78
TOTAL		410,760,638	64.22

AS AT 31 OCTOBER 2015

ISSUED CAPITAL

CLASS OF SECURITIES	NUMBER
Fully paid ordinary shares	639,645,568
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	5,500,000
Executive options exercisable at \$0.20 each and expiring 9 February 2018	5,000,000
Executive performance rights	550,000

QUESTIONS?

CONTACT

For further information please
contact:

ALEXANDER HARTMAN

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alexassist@newzulu.com

KAREN LOGAN

Company Secretary
karen@newzulu.com

