



NEWZULU

ASX:NWZ INVESTOR PRESENTATION **JANUARY 2016**

INTRODUCTION

RAPIDLY CHANGING MEDIA ENVIROMENT

- Traditional media business models are capex heavy and limit the creation of content to a limited number of journalists
- Strategically, media outlets must take costs out of their business as traditional news broadcasters and publishers face downward revenue pressure from alternative advertising mediums
- The emerging “Internet of Things” has also created direct competition to traditional journalism as anyone with a connected device can potentially become a lucrative source of news content and information
- Customers require immediate coverage and updates on news

MEDIA COMPANIES CHALLENGES

MEDIA COMPANIES OPPORTUNITIES

NEWZULU OPPORTUNITY

- Newzulu provides products to address the structural need for media outlets to take cost out of their business
- Businesses must address these structural issues proactively in order to remain simultaneously relevant and profitable
- An investment in Newzulu will allow a potential investor to gain exposure to an alternative-media business that is quickly emerging as the leader in the management, sourcing and verification of UGC

KEY INVESTMENT HIGHLIGHTS

Traditional media companies need to address the rapid emergence of different sources of content as well as the structural requirement to take cost out of their business. Newzulu provides products to address that need

SCALABLE SOFTWARE AS A SERVICE (SAAS) BUSINESS THAT IS BEING ADOPTED BY MAJOR NEWS OUTLETS

The Newzulu Platform provides a method for user-generated content (UGC) management by publishers and broadcasters

MEDIA INDUSTRY DISRUPTOR

Newzulu Live uses technology to enable traditional media to take costs out of their business and extends their staff reporters reach

ESTABLISHED, GROWING AND ACTIVE USER BASE

Over 50 million unique visitors per month and 8 million registered users uploading 150 thousand pieces of content per month across 198 countries

POWERFUL AND UNIQUE SOFTWARE PLATFORM

Gathers, forensically validates and broadcasts news and user-generated content (UGC)

BLUE-CHIP INTERNATIONAL SYNDICATION PARTNERSHIPS

Newzulu has formed exclusive regional content distribution deals with some of the world's leading news agencies and media organisations including Getty Images and The Australian Associated Press

INTERNATIONAL BUSINESS WITH ENTREPRENEURIAL MANAGEMENT

Newzulu has offices and customers in Australia, USA, Canada, UK and France

EARLY ENTRANT WITH A PROMINENT MARKET POSITION

Newzulu operates in a segment of the market that media organisations need to address. Newzulu helps its customers manage long term trends that are both disruptive threats and material opportunities for their businesses

UGC MARKET CONTINUING TO GROW RAPIDLY

Compound annual growth rate (CAGR) of global mobile video traffic is expected to be 66% to 2019 and the price of user-generated video is approximately 40 – 50 times the price for user-generated photo

USER-GENERATED CONTENT OBSERVATIONS

<p>1</p> <p>MEDIA MARKET REQUIRES A UGC MANAGEMENT SOLUTION</p>	<ul style="list-style-type: none"> ✓ Existing media organisations must address the explosive growth of user-generated content (UGC) and require systems to manage, curate and broadcast UGC ✓ Most news agencies and content providers (e.g. Getty Images) have not previously had the capability to handle and distribute video UGC ✓ Existing content management systems provide limited or no UGC validation functionality
<p>2</p> <p>QUALITY PRICE AND AMOUNT OF UGC IS INCREASING EXPONENTIALLY</p>	<ul style="list-style-type: none"> ✓ Internet connected devices are predicted to grow by a CAGR of 25% and video traffic is forecast to increase 1167% between 2014 and 2019 ✓ Improvements in mobile phone networks, broadband, wireless networks and device cameras will underpin continual improvement of UGC quality ✓ Scale of UGC growth presents a unique problem for broadcasters and media organisations which need access to reliable but immediate content ✓ The price of video UGC is many multiples larger than photo and this will drive the economics of the Content business
<p>3</p> <p>VALIDATION REQUIRED FOR NEWS AND MEDIA ORGANISATIONS</p>	<ul style="list-style-type: none"> ✓ Broadcasters require validation and qualification of UGC content ✓ Technology assists with this process but certain manual functions will remain for foreseeable future ✓ Traditional broadcasters aren't structured to validate UGC due to the breadth of sources, difficulties in qualifying the contributors and the sheer amount of content to be filtered
<p>4</p> <p>UNECONOMIC FOR AN INDIVIDUAL BROADCASTER TO VALIDATE & CURATE</p>	<ul style="list-style-type: none"> ✓ Due to the amount of content and timing requirements it is uneconomic for a media organisation to source and validate content itself ✓ Media organisations need a means to economically manage and validate UGC and the solution requires an intermediary that can gain the necessary scale
<p>5</p> <p>SCALE BENEFITS</p>	<ul style="list-style-type: none"> ✓ To make the UGC validation process efficient the content needs to be sold multiple times ✓ Scale provides the ability to more quickly and economically validate through historic data including contributor rating and cross referencing other content ✓ [Broadcaster requests can be used to target valuable content] ✓ Alerts to a large network of contributors can direct them to newsworthy locations
<p>6</p> <p>OPPORTUNITY TO EXPLOIT ABOVE TO BECOME DEFAULT UGC MANAGER & SYNDICATOR</p>	<ul style="list-style-type: none"> ✓ Newzulu is an early entrant into the UGC market and has products and a business model to take advantage of the above observations ✓ Newzulu intends to take the opportunity to become the default management system, syndicator and source for validated UGC ✓ The economics of scale mean that achievement of this will provide a highly defensible market position and competitive advantage

BUSINESS OVERVIEW

NEWZULU LIMITED

THIS IS

NEWZULU

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

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





CONTENT

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

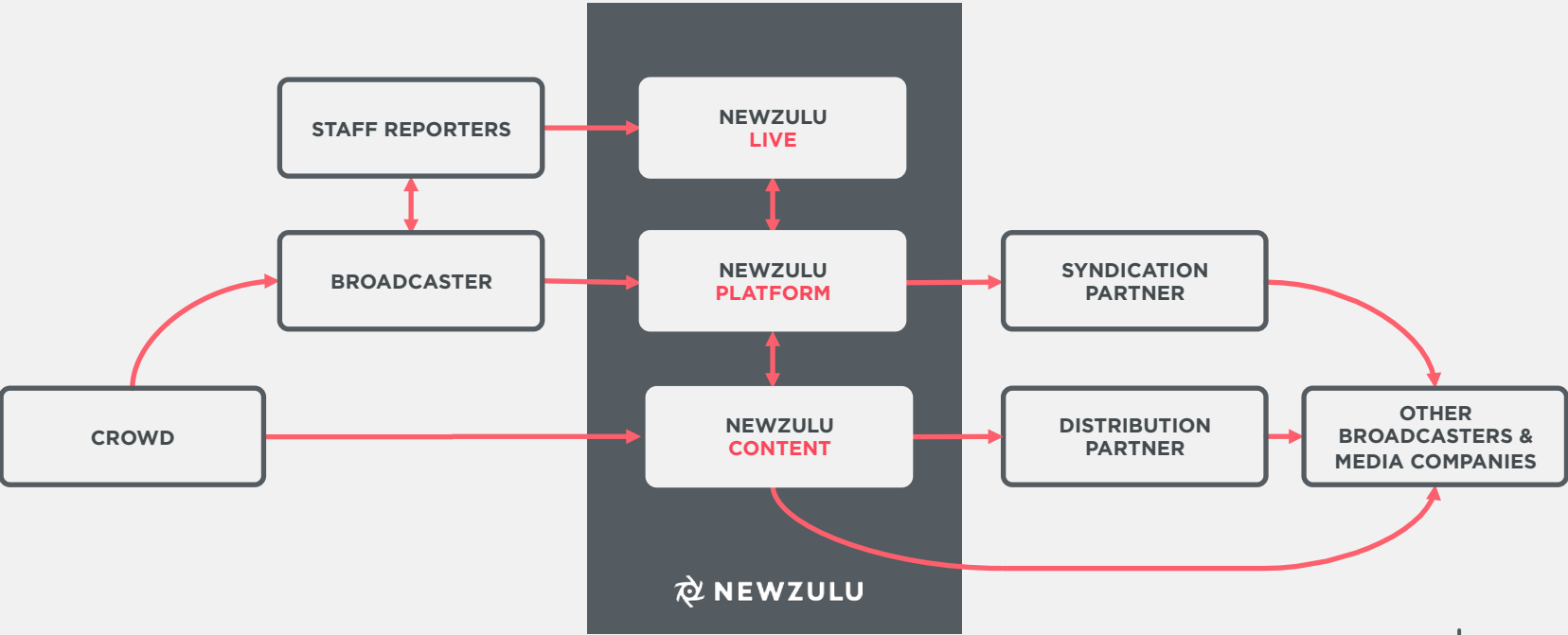


TECH

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

UGC INTEGRATION

Newzulu’s solutions are embedded in the UGC value chain and play a key role in the sourcing, validating, editing, and syndicating of content as well as connecting relevant market players



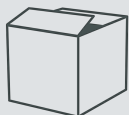
REVENUE MODEL

UPDATE
Several major
Australian media
companies signed to
Newzulu Platform,
including
ABC News

LIVE DEVELOPMENT KIT

Revenues from SDK licensing to media outlets

DEVELOPMENT LICENCE



\$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 Service (SaaS) licensing to media outlets

USAGE LICENCE

(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 SaaS licensing to media and commercial clients

ANNUAL CONTRACTS



\$20,000 - 50,000

Per license
Per year

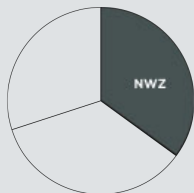
Yearly fee depends on licensed software solution and service usage e.g. \$50,000 per year for full Widget Suite and Media Factory. Bandwidth and usage fees additional.

NEWZULU CONTENT

REVENUE MODEL

CROWDSOURCED NEWS

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



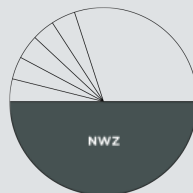
REVENUE SHARE

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, AP, AAP, CP, 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



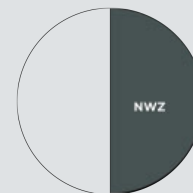
SUBSCRIPTION

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

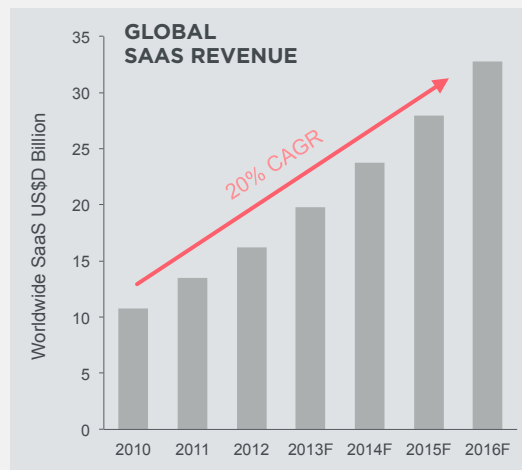


PER PROJECT BASIS

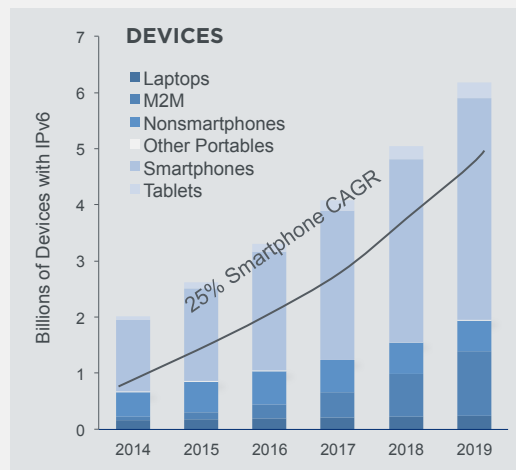
e.g. 50% to talent, 50% to Newzulu

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

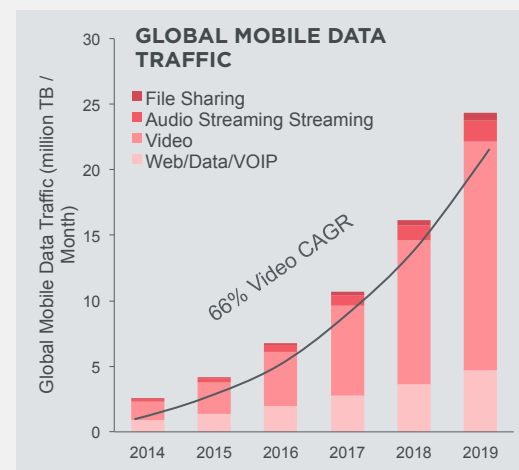
KEY INDUSTRY DRIVERS



- As businesses face pressure to cut costs and gain a competitive edge with new systems and capabilities, install based systems are being phased out in favor of SaaS platforms
- Newzulu's Platform and Live offering can grant a potential investor exposure to this lucrative market

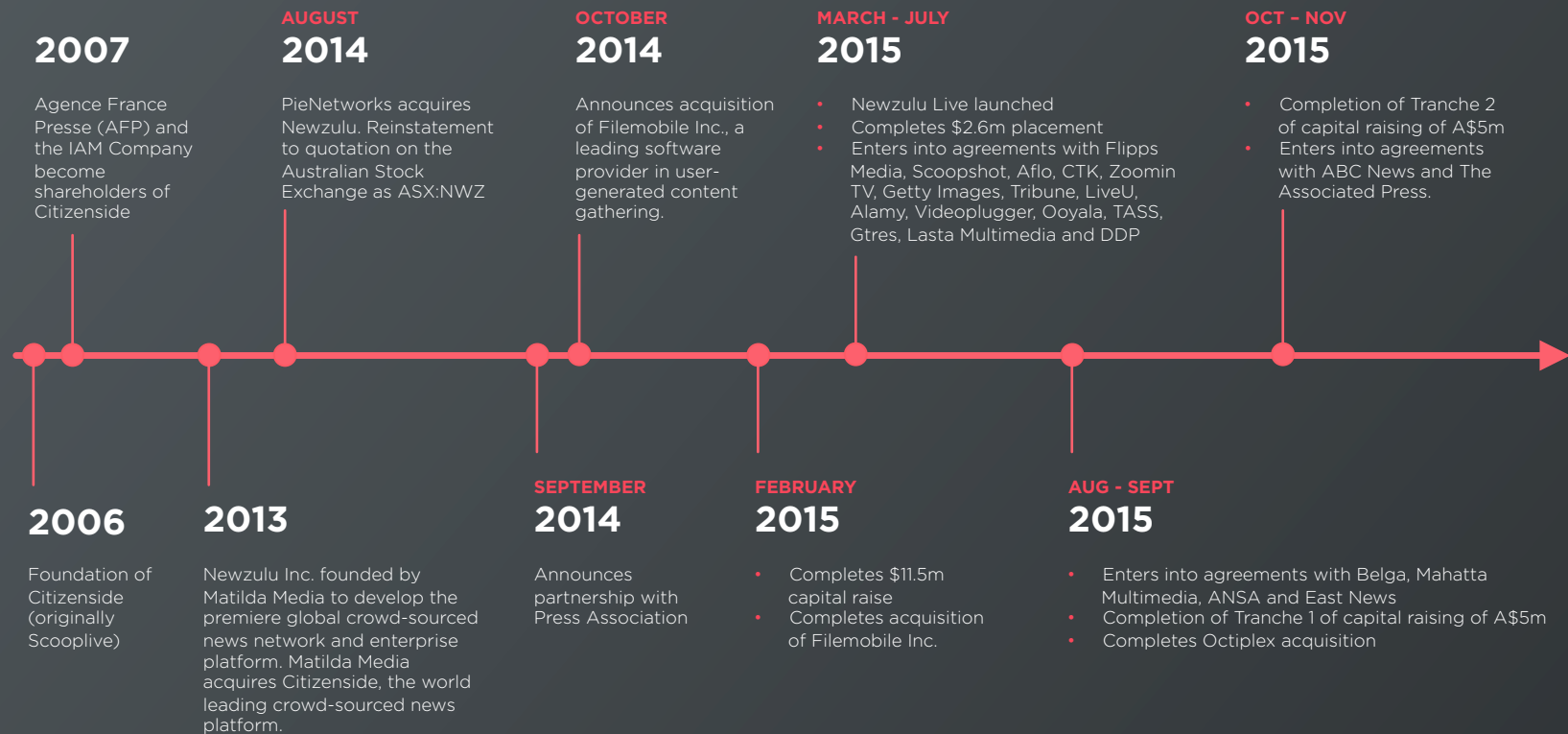


- The Internet of Things has led to an explosion in connected devices globally
- 3.9 billion smartphones will make up 64% of connected devices by 2017
- This growth will continue to fuel increasing UGC by both professional media outlets and citizen reporters



- Newzulu's push to refocus content to video is driven by trends to generate video over other methods of content sharing such as photos
- By 2019 video will make up 71% of global mobile data traffic reflecting cheaper connectivity as well as the surge in smartphones in developed and developing nations alike

HISTORY



STRATEGIC COLLABORATIONS



PLATFORM

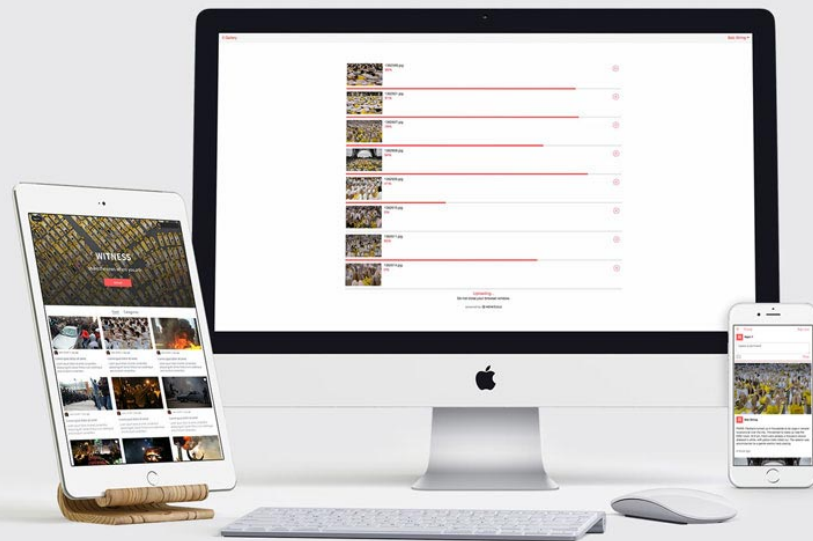
CONNECT THROUGH CONTENT

NEWZULU

PLATFORM

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

Newzulu Platform allows organisations to put together a user-generated content campaign within just a few minutes. Platform solutions range from embeddable widgets to full white label user-generated news community platforms, mobile apps or software development kit.



GANNETT



HEARST



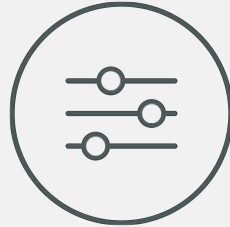
HOW IT WORKS

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.



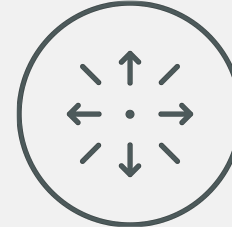
CURATE

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



PUBLISH

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



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.



MOBILE

IOS AND ANDROID SOLUTIONS

OCTIPLEX BECOMES

NEWZULU MOBILE

- The acquisition of Octiplex establishes Newzulu Mobile as a global leader in mobile applications development.
- Acquisition of key mobile and mobile video intellectual property completed in September 2015
- Delivers new revenue stream and earnings for Newzulu
- Positions Newzulu to capitalize on client demand for mobile application development services and solutions, particularly from media companies and brands
- Enables the rapid design, development and deployment of custom mobile applications for Newzulu itself and clients of Newzulu Content, Platform, Live and Prime
- Reduces Newzulu's previously outsourced mobile development costs
- Consideration for the Acquisition is up to €725,000 (approximately A \$1,055,000) settled as cash payment of €362,500 and fully paid ordinary shares in Newzulu up to the value of €362,500

NEWZULU

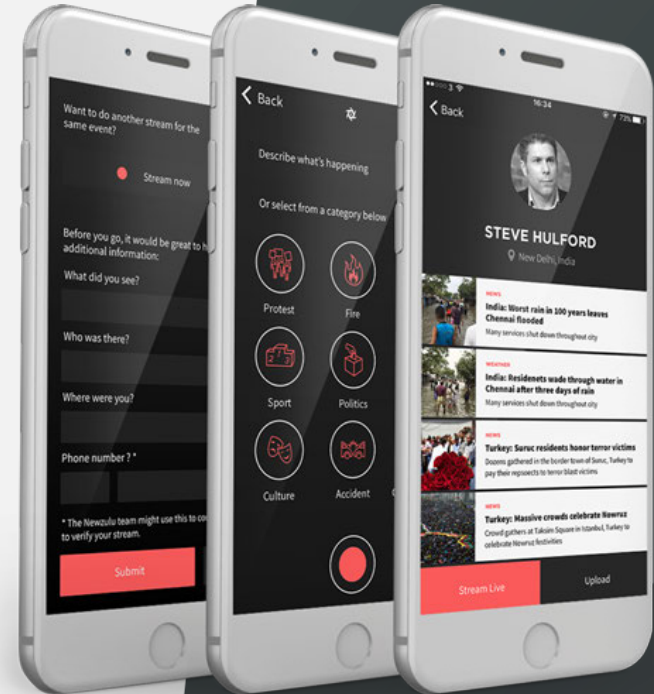
MOBILE

Newzulu Mobile provides ready-made mobile apps, custom mobile development on both iOS and Android as well as consulting and training to its clients.

Newzulu Mobile is also an official “Apple Authorized Training Center”, offering a wide range of Apple sanctioned curriculum. Its engineers are seasoned developers and trainers, knowing the Apple ecosystem in detail.



Authorised
Training Centre





LIVE

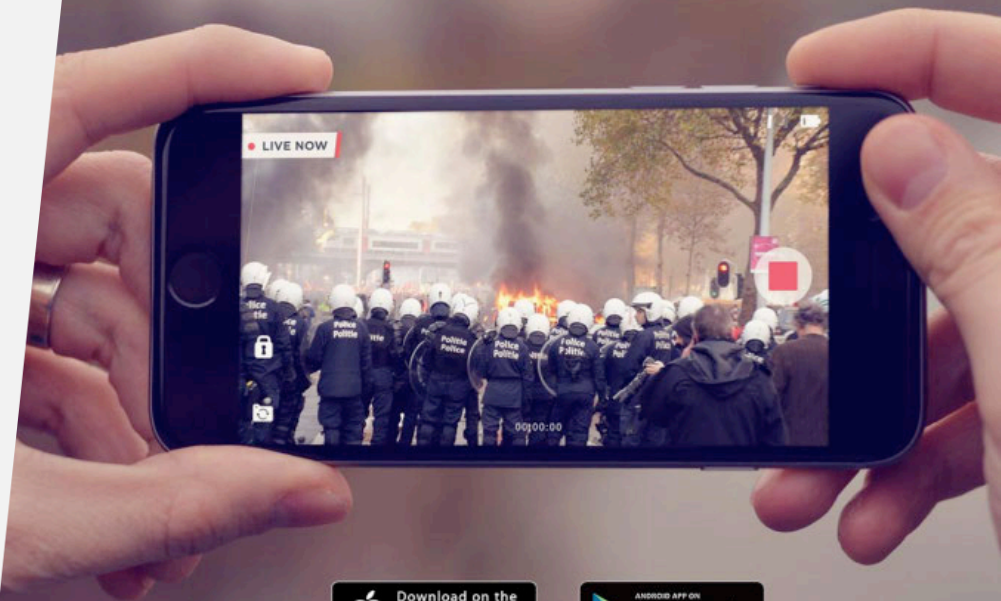
LIVE STREAMS FROM THE CROWD

LIVE STREAMS, FROM SMARTPHONE TO TV

NEWZULU LIVE

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.



BACKEND

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.



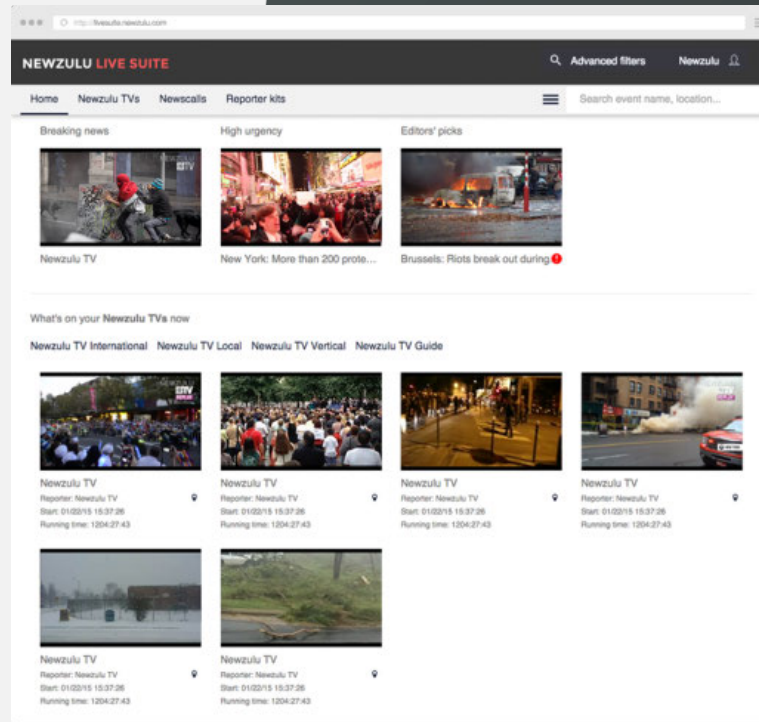
CHANNEL PRODUCTION

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.



NEWZULU LIVE

REPORTER KIT

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



NEWZULU LIVE

HIGHLIGHTS

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 monitored by Newzulu Staff and "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.

CONTENT

NO STORY OUT OF REACH

CITIZEN REPORTER

COMMUNITY

- 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

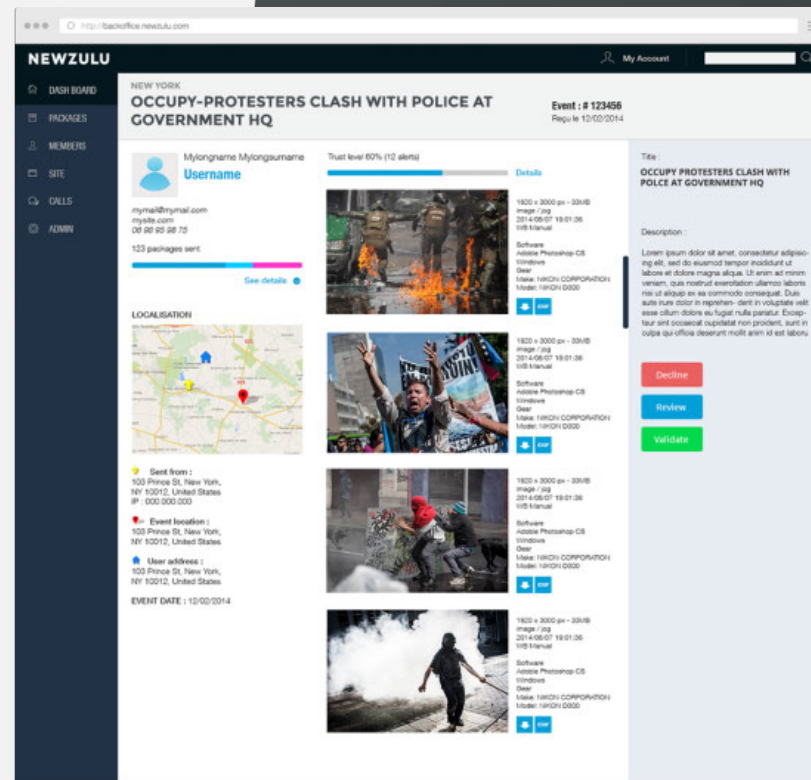


CONTENT

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



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.



gettyimages®



alamy



ddpimages



THE CANADIAN PRESS



zoomin.tv

GTRES

belga

photogenica

indiapicture

EAST
NEWS



wikono



PRIME

AGILE STORYTELLING

UPDATE
Revenue of EUR
120k in
November 2015
alone.

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

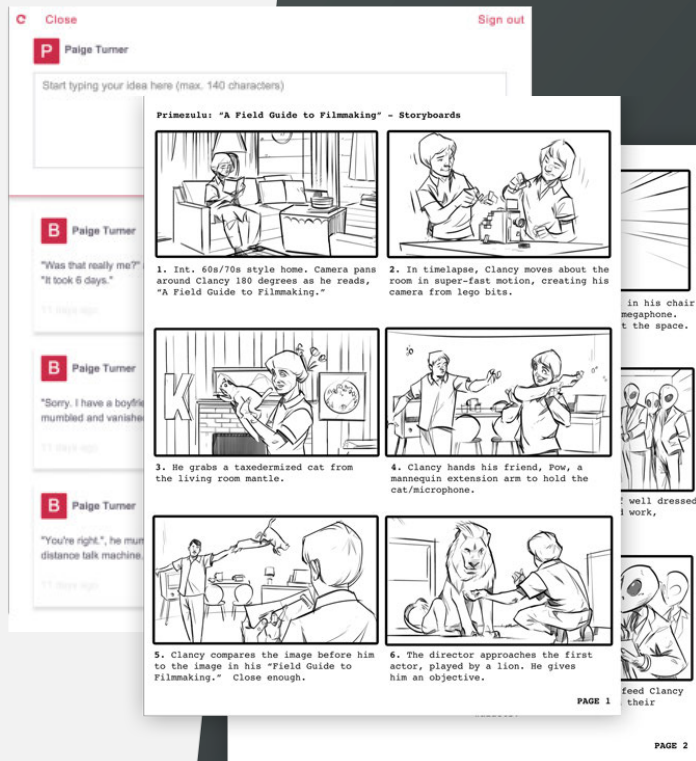


21ST CENTURY CONTENT PRODUCTION

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

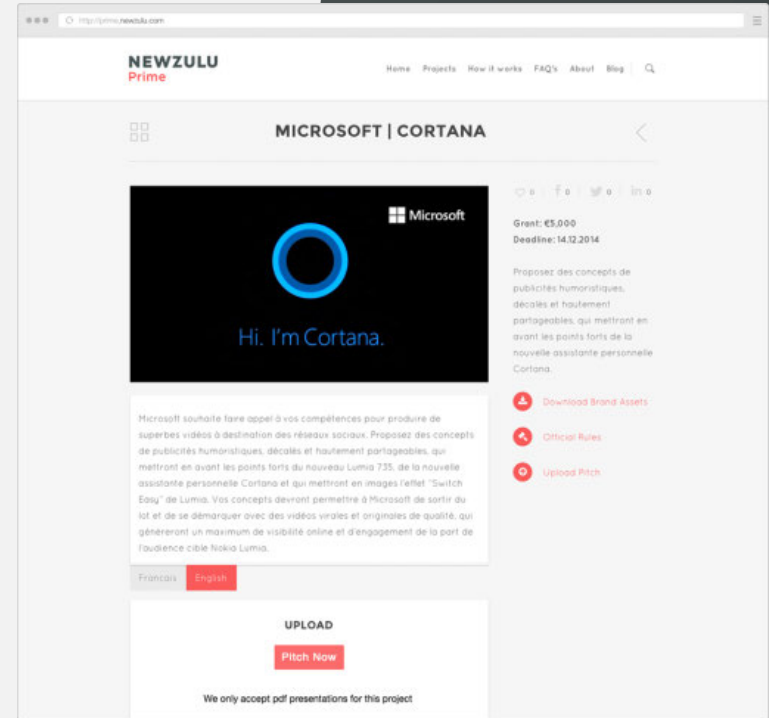
CREATIVE DIVERSITY: Hundreds of pitched ideas, story boards, creative concepts and videos for clients to choose.

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.



STRATEGIC INITIATIVES

NEWZULU

EVOLUTION OF STRATEGY

Newzulu has a conscious strategy to evolve its business model to take advantage of its changing competitive market position to drive long term material value creation




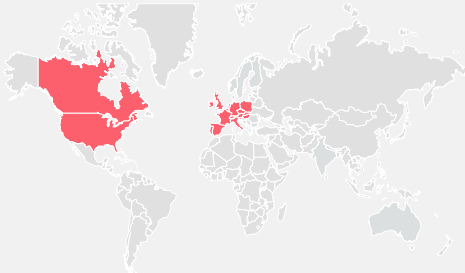

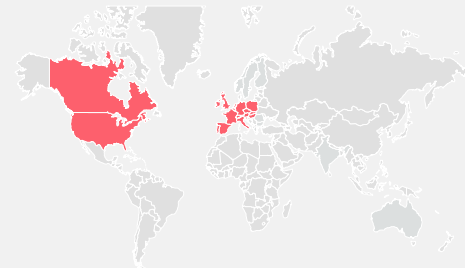
- Maximize content flow through downloads & attractive pricing to contributors
- Position to take advantage of increased user generated video content
- Create network of content distributors and Platform customers
- Platform and Live have SaaS model that provides near term revenue as Content business achieves scale
- Invest in rollout of Technology products and creating scale in Content business
- Focus on achieving scale in US initially
- Network of Platform customers creates default UGC Management solution and defensive business with freedom to price
- Platform customers create syndication network
- Platform network and distribution partners enable multiple sales of content
- Scale of contributors enhances ability to validate in a more automated and efficient manner
- Centralization of UGC validation function for entire network of customers creates pathway dependence and competitive cost
- Enjoy benefits of Increased price for video UGC and minimal or no incremental cost associated with additional sales of content
- Benefits of Platform customer content search and alerts to mobilize broader contributor base
- Become the Associated Press of UGC
- Export model to other geographic markets
- Refine pricing and revenue share
- Expand into adjacent verticals such as sports
- Product upgrades
- Enhance technology search and validation capabilities to further reduce costs

GLOBAL STRATEGY BY DIVISION

PRODUCT	STRATEGIC GOALS		GEOGRAPHIC FOCUS
<div>PLATFORM</div> <div></div>	<ul style="list-style-type: none">• Pushing US regional broadcasting sector• Penetration of existing markets• Establishing referral relationships• Becoming default application editing,	<ul style="list-style-type: none">• broadcasting and syndication• Will make Newzulu the key intermediary in validation and monetisation of UGC for media businesses	<ul style="list-style-type: none">• US• Europe (focussing UK)• India <div></div>
<div>LIVE</div> <div></div>	<ul style="list-style-type: none">• Penetration of broadcasters• Establishing referral relationships• Add-on service for existing platform clients• Key characteristics	<ul style="list-style-type: none">• Increases reach• Improves mobility• Increases reliance on Platform• Cost saving tool	<ul style="list-style-type: none">• US• Europe (focussing Italy, Denmark)• India• Australia <div></div>

Source: Newzulu

GLOBAL STRATEGY BY DIVISION

PRODUCT	STRATEGIC GOALS	GEOGRAPHIC FOCUS
<div>CONTENT</div> <div></div>	<ul style="list-style-type: none">• Increase level of higher priced video content• Increase per content sales as scale increases• Use strong market position to enter into new markets• Capitalising on this strategic investment by increasing content flow <ul style="list-style-type: none">• Add-on service to existing Platform clients• Provide a viable UGC validation model for all Newzulu customers by consolidating cost duplication and function into one intermediary that services broader market	<ul style="list-style-type: none">• US• Europe <div></div>
<div>PRIME</div> <div></div>	<ul style="list-style-type: none">• Increase project sales through strategic partnerships• Build upon completed projects in France to push into other markets	<ul style="list-style-type: none">• Europe• US <div></div>

Source: Newzulu

CORPORATE

NEWZULU, THE COMPANY

AS AT 30 NOVEMBER 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	8.90
3	MATILDA MEDIA PTY LTD <MATILDA MEDIA A/C>	55,617,482	8.70
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	11,602,005	1.81
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>	8,165,000	1.28
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	4,900,000	0.77
TOTAL		410,760,638	64.29

AS AT 30 NOVEMBER 2015

ISSUED CAPITAL

CLASS OF SECURITIES

NUMBER

Fully paid ordinary shares:	639,645,568
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
Unlisted options exercisable at \$0.075 each and expiring 31 August 2017:	43,859,665
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

21 DECEMBER | UPDATE

ACCELERATING INTERNATIONAL GROWTH

- \$3 million placement completed with strong support from institutional and sophisticated investors.
- Funding to accelerate the next phase of development in the USA market and to continue to grow Content and Technology businesses across the existing client base.
- With the placement component of the capital raising completed, Newzulu will now focus on closing a number of high potential sales opportunities, and progressing a broad range of cost containment initiatives in order to achieve cash flow break even.

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.

BOARD OF DIRECTORS



**ALEXANDER
HARTMAN**

Executive Chairman

Co-founded Newzulu and responsible for overall management of the Business, Matilda Media Group and Rightstrade. Young Australian of the Year in 2001. Previous experience extensive with advisory positions at Gresham Advisory Partners and The Commonwealth Bank of Australia



**THEO
HNARAKIS**

Non Executive Director

Leading ASX listed company director with a Technology and Telecommunications focus. Previously the CEO of Melbourne IT



PHIL KIELY

Non Executive Director

30 years experience in the technology and digital media sectors. Previous roles include VP Oracle Online, Asia pacific and member of the Victorian Government IT Task force



**JAMES
BODEL**

Non-Executive
Director

Director at Goodtime Hospitality group and investment manager at Blueroom Capital. Previous roles include Managing Director of Assess Medical Group. Holds Degrees in Commerce, Law and Medicine



**KAREN
LOGAN**

Company Secretary

Responsible for compliance. Chartered Secretary with over 10 years experience in compliance matters having held consultancy and secretarial positions with both listed and unlisted companies

KEY MANAGEMENT



**MARC
MILGROM**

Global Chief Operating
Officer

Responsible for managing all hands-on operational aspects of the company. Previously President and CEO of Filemobile prior to its acquisition by Newzulu



**CRAIG
SOWDEN**

Chief Financial
Officer

Responsibility for all group finance matters including ASX/Board/management reporting, cash flow, audit, tax, risk management, corporate compliance. Previous experience includes Group Manager for Coates Hire

QUESTIONS?

CONTACT

For further information please
contact:

ALEXANDER HARTMAN

Executive Chairman
alexassistny@newzulu.com

KAREN LOGAN

Company Secretary
karen@newzulu.com

