

ASX Company Announcement | Issue Date: 1 February 2016

NEWZULU TO COMMENCE TRADING ON OTCQX IN THE USA

- + Ticker symbol **NWZLY**.
- + OTCQX listing to provide Newzulu greater access to USA investors.
- + The Bank of New York Mellon appointed as depositary bank.
- + Madison Capital appointed as Principal American Liaison (“PAL”).
- + Management resources relocating to New York City

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), the world’s leading crowd-sourced media company, announced today that its American Depositary Receipts (**ADRs**) shall commence trading on 1 February 2016 (US EDT) on the OTCQX market (www.otcmarkets.com) in the US under the stock ticker NWZLY. It is expected the listing on OTCQX, will provide Newzulu greater access to US investors. The OTCQX market includes more than 350 companies with more than US\$1.4 trillion in market capitalisation and more than \$36.1 billion in annual dollar volume. Newzulu has appointed The Bank of New York Mellon (**BNY Mellon**) as its depositary bank, Madison Capital as its Principal American Liaison and DresnerAllenCaron as its investor relations adviser.

Newzulu will provide shareholders further information regarding its Ordinary Share Conversion Program which will allow Newzulu’s shareholders to convert their ordinary shares into ADRs. At the launch of the Ordinary Share Conversion Program, BNY Mellon will process all conversions and waive its ADR issuance fees for 90 days.

This quotation marks a significant milestone for the Company as it advances its next phase of development in the USA market. The timing of the OTCQX quotation follows the relocation of management resources to Newzulu’s New York office and an increasing focus on the USA market from a technology sales and editorial perspective, given its scale and the interest from a range of major prospective clients, partners and investors in North America.

The OTCQX allows for the trading of ADRs by which foreign companies can have their shares traded in the USA market. Two hundred Newzulu Ordinary shares will represent one ADR on the OTCQX. Investors can find real-time quotes, disclosures and financial information about Newzulu at www.otcq.com.

Newzulu Executive Chairman Alexander Hartman said: “The listing of Newzulu ADRs on the OTCQX market will provide Newzulu with direct access to US investors and a higher profile in the US where so many of the Company’s clients and prospective investors are based. As Newzulu shifts its operational focus to North America, the OTCQX listing will provide the Company with access to the largest capital market in the world and to a new range of investors looking for high growth international businesses like Newzulu that are seeking to build out US operations. We were delighted to work with OTC Markets, The Bank of New York Mellon and DresnerAllenCaron to launch the ADR.”

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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 New York, Newzulu operates bureaus in London, Paris, Los Angeles and Toronto. Newzulu operates in partnership with Associated Press (AP) Getty Images, Tribune Content Agency, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, ITAR TASS in Russia, Agenzia Nazionale Stampa Associata (ANSA) in Italy, East News in Poland, ANSA in Italy, Wikono Societed Limitadaa in Spain and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.