

ASX Company Announcement | Issue Date: 3 February 2016

NEWZULU SIGNS PARTNERSHIP WITH AGENCIA EFE

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), the world's leading crowd-sourced media company, is pleased to announce that it has entered a strategic partnership and content syndication agreement (**Agreement**) with Agencia EFE, S.A. (**EFE**) (<http://www.efe.com>) the Spanish international news agency with distribution activities throughout Spain and Latin America. EFE is the fourth largest news and multimedia wire service after Associated Press, Reuters and Agence France-Presse. Newzulu's high quality crowd-sourced news images, video and archive will be featured in EFE's collection for sale to EFE's clients including major publishers, broadcasters and brands. Newzulu and EFE will collaborate together to generate revenue through the sale and licensing of Newzulu's crowd-sourced news content and multimedia to EFE's editorial and commercial clients worldwide.

Newzulu expects the Agreement with EFE will deliver an increase in revenues for the Newzulu Content business from the date Newzulu content is available for sale to EFE clients via the EFE platform, while the specific commercial terms of the Agreement remain confidential. The Agreement covers terms for distribution and licensing of Newzulu content by EFE on a non-exclusive basis, with a focus on high-quality, validated crowd-sourced videos and photography. The deal will enable Newzulu contributors to submit content, have their news distributed and sold to EFE clients throughout Spain and Latin America and to get paid.

"We are delighted to announce this partnership with Agencia EFE, the world's leading Spanish news agency, which has unrivalled reach to Spanish language publishers and broadcasters around the world. We look forward to working with EFE to increase the distribution and licensing of crowd sourced news and multimedia content to EFE clients. This deal is a recognition by EFE, the world's fourth largest news agency, of the increasing importance of crowd-sourced content in covering breaking news." said Alexander Hartman, Executive Chairman of Newzulu.

For EFE News Agency, the integration of Newzulu in its open platform for the distribution of images - lafototeca.com - means a step forward in the desire of enriching a better offer with the best international sources.

Commercial Director of Agencia EFE, Ángel Aguado said, "The alliance between EFE and Newzulu, adds a new value to our products portfolio and gives us the possibility of exploring new sales strategies interesting for our respective markets".

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About EFE

Founded in 1939, EFE is the Spanish international news agency and the fourth largest news agency in the world. EFE distributes almost 3 million pieces of news every year in various news formats: text, photographs, audio, video and multimedia, reaching more than 2,000 news media in the world every day, and currently has 884 clients in the USA alone. With 2.5 million on-line photos dating from the end of the 19th century today, EFE's FOTOTECA is the gateway to the largest photographic library in the Spanish-speaking world. The database is updated daily with more than a thousand photos. More people read the news from EFE than any other national daily newspaper.

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 Sociedad Limitada in Spain and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.