

ASX Company Announcement | Issue Date: 22 June 2016

EMPLOYEE SHARE TRUST INCENTIVISATION PLAN

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company) is pleased to announce that it has resolved to issue shares to eligible employees under the Newzulu Employee Share Trust Plan (ESTP).

Newzulu established the ESTP as a mechanism to assist the recruitment, reward, retention and motivation of employees and senior management of the Company. Recognising the importance of cash conservation, \$260,000 worth of fully paid ordinary shares (**Shares**) in the capital of the Company will be issued to the trustee of the ESTP. In accordance with the terms of the ESTP, a total of 16,883,096 Shares representing 16,883,096 share units (**Share Units**) will be issued with vesting conditions as follows:

- (i) 50% will vest 12 months from the date of issue; and
- (ii) 50% will vest 24 months from the date of issue.

Upon the occurrence of a change of control event, the Board will, by written notice to eligible employees, resolve to waive all of the vesting periods applying to the Share Units. If an eligible employee ceases to be an employee of Newzulu, any Share Units which have not vested on the date of cessation of employment will be forfeited.

“Newzulu established the Employee Share Trust Plan to encourage our eligible employees to share in the ownership of the Company in order to promote its long term success. As a leading technology company, our employees are critical to Newzulu’s improved business performance. Further, we are working to structure our executive team and our executive remuneration to align their interests to deliver on the short term and long term strategic initiatives of the Company” said Charles Koonos, Non-Executive Chairman.

The ESTP was approved by shareholders at a general meeting on 27 November 2014 and the key terms of the ESTP were included in the notice of meeting released to the ASX on 29 October 2014.

-ENDS-

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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 and Alamy in the United States, Agence France-Presse (AFP) in France, Press Association (PA) and Videoplugger in the UK & Ireland, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Aflo Co., Ltd in Japan, Australian Associated Press (AAP) in Australia, ITAR TASS in Russia, Norwegian News Agency (NTB) and YAY Images in Norway, Agenzia Nazionale Stampa Associata (ANSA) in Italy, ddp Images in Germany, East News in Poland, TT Nyhetsbyrån in Sweden, Agencia EFE in Spain, Wikono Societed Limitada and GtresOnline in Spain and South America, Northfoto in Eastern Europe. Further information can be found on www.newzululimited.com.