

ASX Company Announcement | Issue Date: 11 July 2016

NEWZULU STRENGTHENS EXECUTIVE TEAM & OPERATIONS

- + Appoints Senior VP, Global Sales, David Klinghoffer, based in New York to lead the sales team and grow revenues
- + Appoints Chief Financial Officer, Tom Lieu, based in Toronto alongside new CEO
- + Focus on cost reductions and ongoing financial controls to achieve financial targets
- + Major cost reductions across operations in France, the United Kingdom and Australia.

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), a global crowd-sourced technology and media company, is pleased to provide an update for shareholders on some key indicators consistent with its business plan to grow revenues and shorten the sales cycle, implement major cost reductions and ensure improved financial controls as it seeks to achieve cash-flow positive operations.

Newzulu is delighted to announce the appointment of Mr David Klinghoffer as Senior VP, Global Sales. David will be based at the Company's New York headquarters and will focus the sales team on growing revenues for the business in the North American region. With almost 20 years of experience in revenue generation, David has a track record of aggressive revenue generation and growth in SaaS software solutions sales for marketing, social media, digital media and broadcast.

David was previously Chief Revenue Officer of Meelo Logic, a data analytics SaaS platform targeted at brands and serving to optimize consumer acquisition and loyalty. Prior to joining Meelo, David served as Head of Sales at Branderati, a leading social advocacy platform allowing companies and brands to build their own consumer and employee advocate networks, which was acquired by Sprinklr in 2014. Between 2010 and 2014, David served as one of the key sales team leaders at Buddy Media, the most successful social media management system and which was acquired by Salesforce.com in 2012 for approximately US\$700 million. David has also held sales and management roles at companies including Involver (acquired by Oracle), ESPN-ABC Sports, Comedy Central (Viacom) and USA Networks (NBC Universal).

Newzulu is also pleased to advise the appointment of Mr. Tom Lieu as Chief Financial Officer based in its Toronto office. Tom is an experienced CFO, specializing in the technology industry. Tom most

recently served as Chief Financial Officer of mobile software company Route1 having previously been VP Finance & Administration.

Prior to joining Route1, Mr. Lieu was the Controller of Engineering.com from 2006 to 2012. He has over 10 years of financial management experience in the technology sector. Mr. Lieu is a graduate of the Honours Bachelor of Business Administration program at Wilfrid Laurier University, a graduate of the Master of Business Administration at St. Mary's University and holds a Certified Management Accountant designation.

"We are thrilled to welcome David as Senior VP, Global Sales and Tom as CFO of Newzulu at this promising time for the Company. David is a proven leader who will scale the sales team and aggressively build out our sales pipeline, initially focusing on North America. Tom brings a great depth of experience to the table, with a focus on cost controls and improved financial reporting systems, as Newzulu pursues its objective of cash-flow positive operations," said Marc Milgrom, CEO.

Newzulu continues to make progress on key cost control initiatives, including an operational restructure to significantly reduce costs in France, the United Kingdom and Australia, which are expected to significantly reduce cash burn on a forward basis from Q1 FY17. Cost reductions have primarily been achieved by restructuring Newzulu's global operations to focus on North America, reducing third-party license payments achieved through internal product development and by Newzulu's Content business, particularly in France.

- ENDS -

For further information please contact:

Marc Milgrom
CEO
E: ceo@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.com

About Newzulu

Newzulu is a crowd-sourced technology and media company that links broadcasters, publishers and brands with the public to Connect Through Content. Newzulu's web-based and mobile software enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's content division 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 Toronto, London, Paris and Lyon. 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, Australian Associated Press (AAP) in Australia and other news agencies around the world. Further information can be found on www.newzulu.com.