

ASX Company Announcement | Issue Date: 2 November 2016

INVESTOR PRESENTATION

Newzulu Limited (ASX: NWZ, Newzulu, Company), a global crowd-sourced technology and media company, is pleased to present its latest investor presentation.

For further information please contact:

Charles Koonos
Non-Executive Chairman
E: charlie@newzulu.com

Karen Logan
Company Secretary
E: karen@newzulu.com

Citadel-MAGNUS

James Strong
M: 0448 881 174
E: jstrong@citadelmagnus.com

Giles Rafferty
M: 0481 467 903
E: grafferty@citadelmagnus.com

About Newzulu

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user generated content to allow broadcasters, publishers and brands create a deeper engagement with their audiences. Newzulu's web-based and mobile software enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's Prime division provides crowd-sourced, creative film and video production for the digital age. 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.



UNLOCKING VALUE THROUGH USER-GENERATED CONTENT

Newzulu Limited Investor Meetings
2 - 3 November 2016 | ASX:NWZ



**GLOBAL UGC CONTINUES TO
GROW AS A BUSINESS
OPPORTUNITY.**

UGC ON THE RISE

FOR CONSUMERS

- Visitors on websites that include UGC galleries spend 90% more time on site
- Millennials find UGC 35% more memorable than content from mainstream sources
- Consumers on average spend 5.4 hours per day with UGC

FOR NEWZULU CUSTOMERS

- Media Companies choosing to outsource UGC solutions rather than develop internally
- Brands are widely seeking UGC management solutions to drive authenticity and affinity
- Clients agreeing to syndicate UGC they source using the Newzulu Platform

TODAY'S NEWZULU

The only all-in-one
solution for media and
brands to gather,
manage and publish
user-generated
content.



FOR NEWZULU, A YEAR OF EVOLUTION & DEVELOPMENT

AGM 2015

- Broadly focused strategically and geographically
- High cash burn
- Reliant on outside development

AGM 2016

- Business more focused and streamlined
- Critical + significant platform development
- Management + board changes
- Important strategic partnerships
- Fiscal discipline

A dramatic volcanic eruption with a large plume of orange and red lava and ash rising into a blue and orange sky. The foreground shows the dark silhouette of the volcano's rim.

NEWZULU PLATFORM

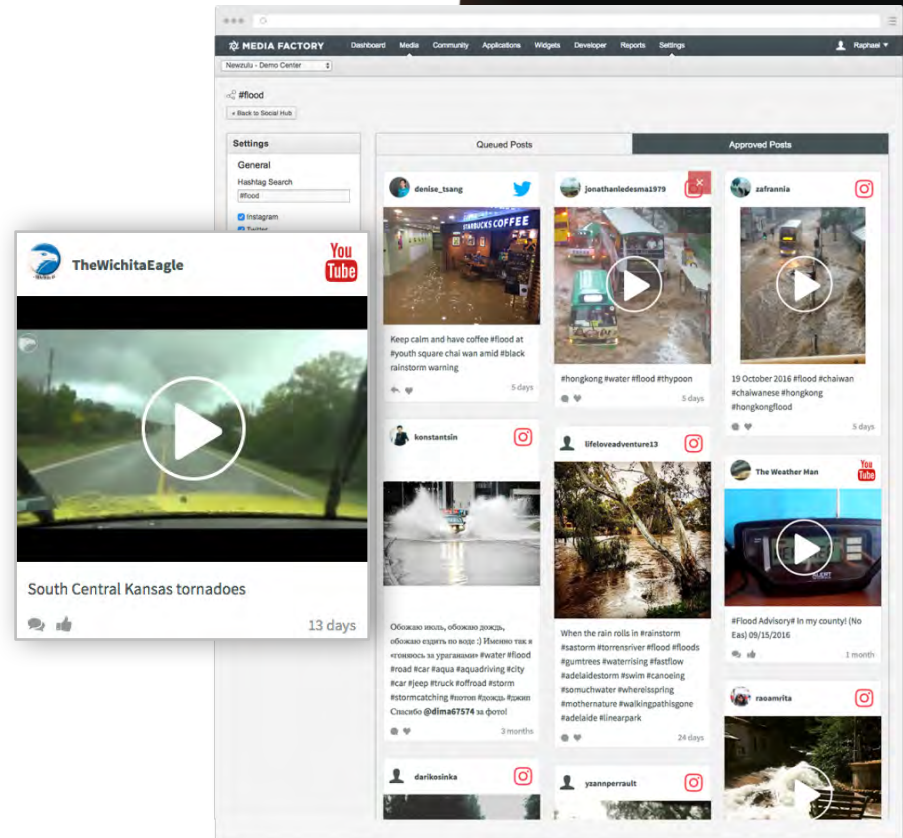
BEST-IN-CLASS DEVELOPMENT

VALUABLE CONTENT INTEGRATION

SOCIAL HUB

RECENT DEVELOPMENTS

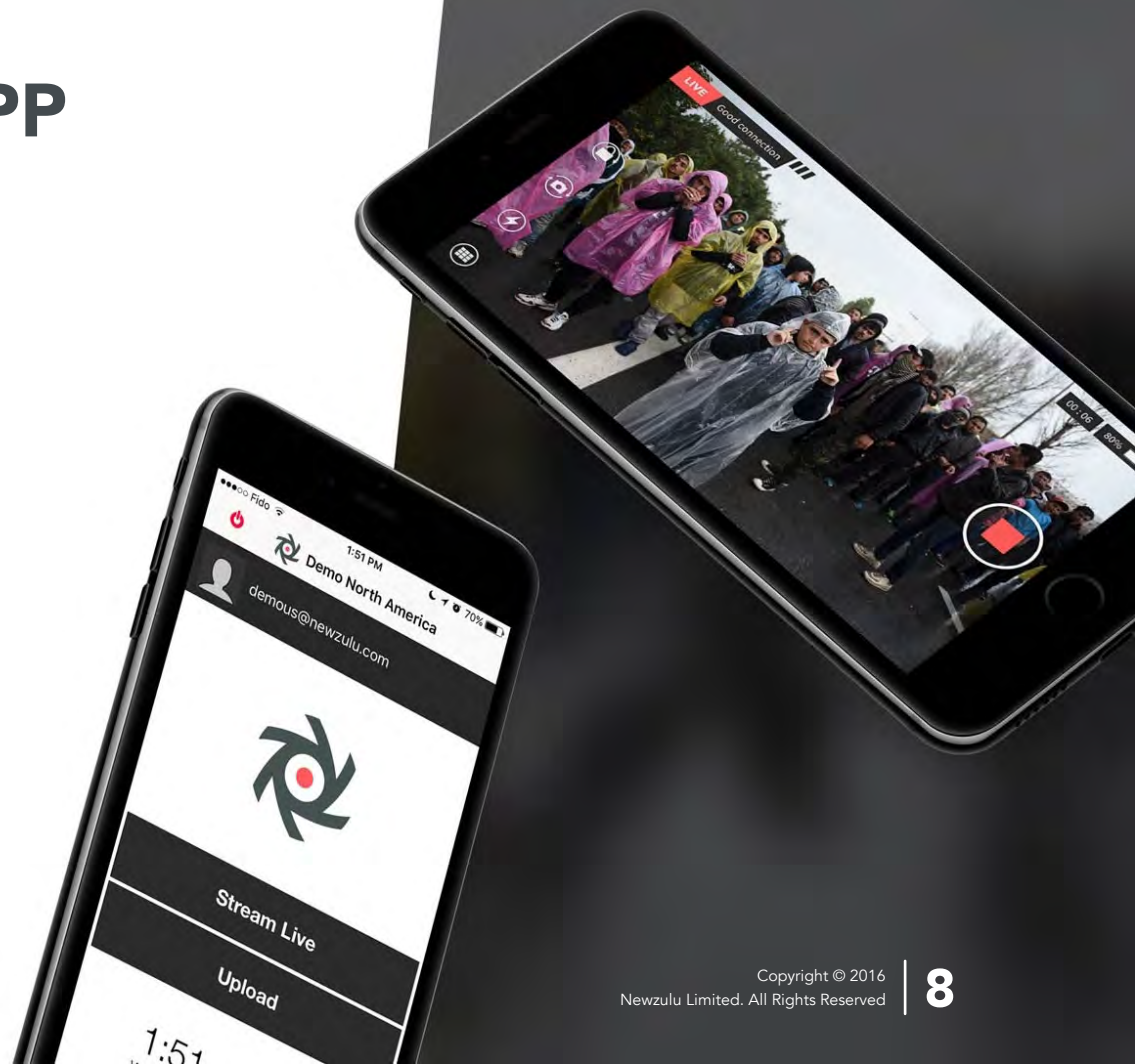
- June: Launched the ability to ingest posts from **Instagram** and **Twitter** into Newzulu Platform using hashtags
- October: **YouTube** ingest added
- Clients can now track content on Twitter, Instagram and YouTube using hashtags, and easily manage, moderate and publish social content to their sites
- **Facebook** ingest under development



INTERNAL SOLUTION DELIVERS REPORTER KIT APP

RECENT DEVELOPMENTS

- iOS and Android support
- Internally built solution replaced third party live streaming supplier
- More reliable product at a lower cost to build and maintain
- Users can cover a story using live video from the field
- Snap photos and videos, or use your camera roll to upload them directly, and have them transferred to your broadcast system, CMS or any third party system

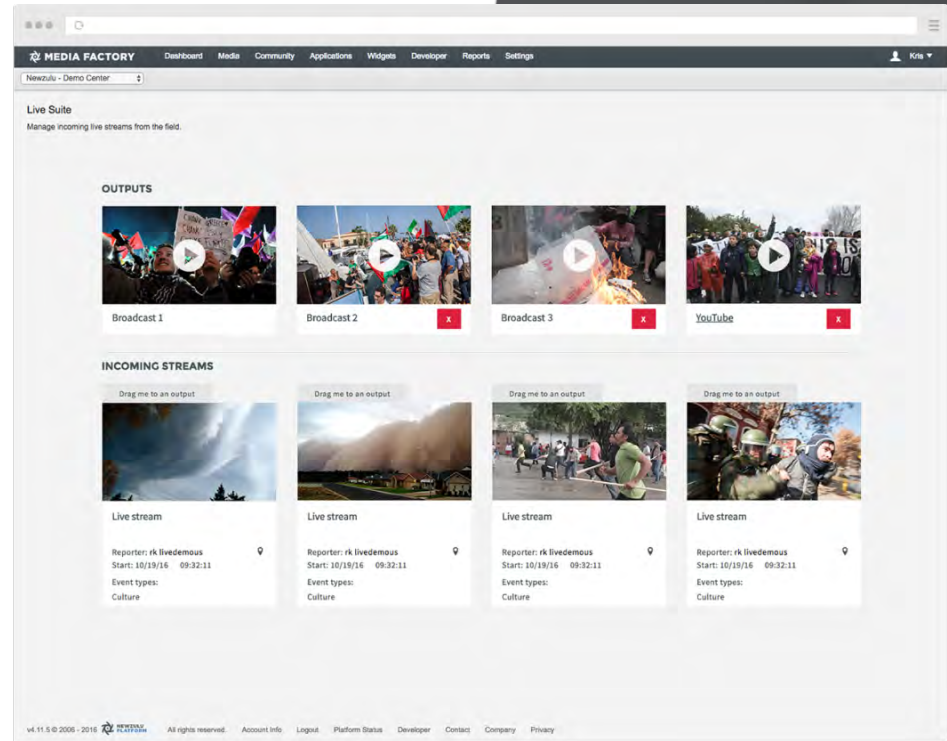


NEWZULU LIVE

LIVE SUITE IN PLATFORM

RECENT DEVELOPMENTS

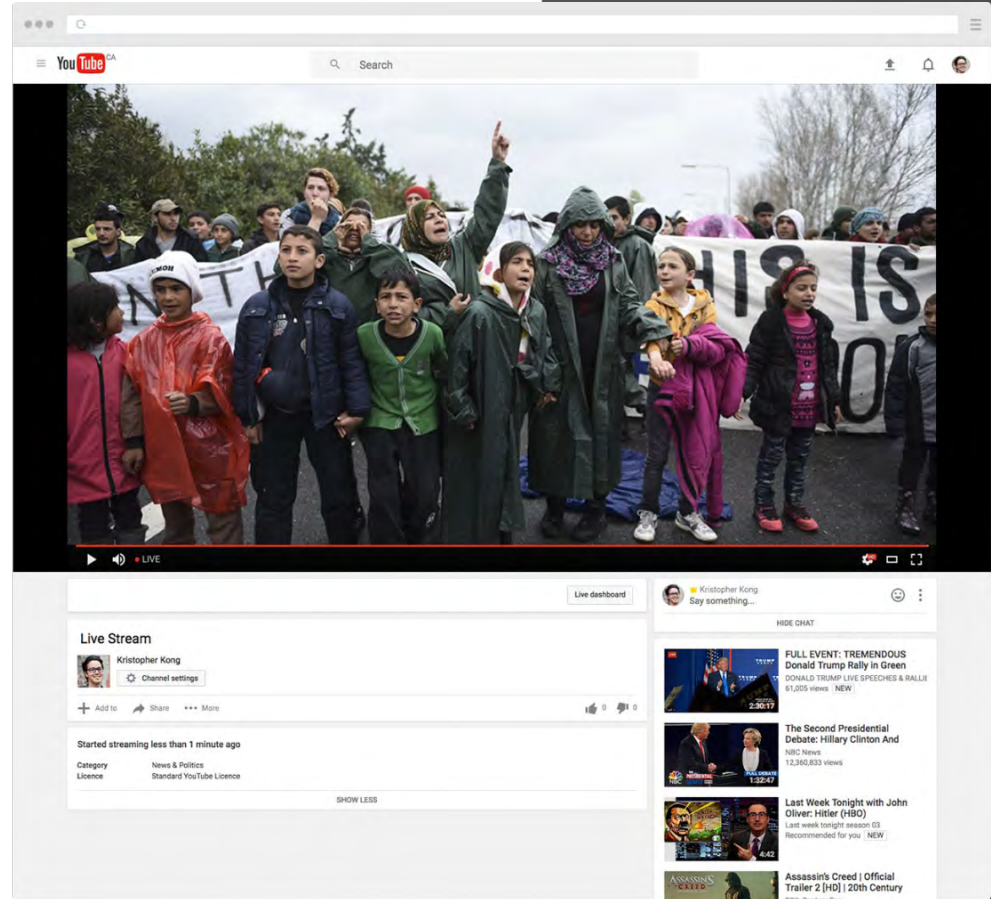
- Integrated Live Suite inside of Newzulu Platform, providing a simplified user experience
- Live Suite supports drag and drop process to easily publish live feeds to a destination: broadcast, web, mobile app, YouTube



NEWZULU LIVE

GO LIVE ON YOUTUBE

- Publish a live video to your YouTube Live channel in seconds



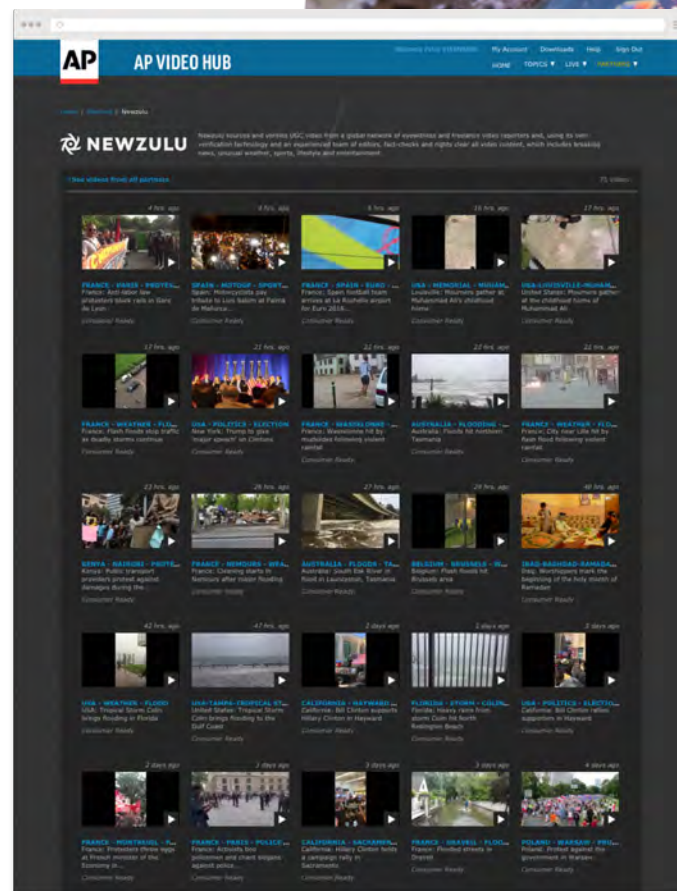


NEWZULU CONTENT

NO STORY OUT OF REACH

NEWZULU CONTENT

- Newzulu Content now available on AP Archive for long tail sales
- Video sales now represent 30% of Content sales (5% in January)
- 35% of the content (photos and videos) we sent to our partners is sold (10% last year)
- Video content sold in over 60 countries in the last few months
- Moved Head of Content to US





SALES

GEARED FOR GROWTH

Image: Newzulu contributor Darren Darnborough

SALES

- Restructured sales process and tools
- Increase in sales funnel at all stages
- Board members creating opportunities through their network



RECENT WINS

PLATFORM



Cottage Life



Ontario Centres of
Excellence

CREATIVE



OPPORTUNITIES

NEAR-TERM

- A television broadcaster and news service
- An athletics company
- An integrated telecommunications product distribution company
- A food services and facilities management company
- A television production/distribution studio that operates internationally

MEDIUM-TERM

- A media conglomerate with both National Media and Local Media
- A media company that provides commercial weather forecasting services worldwide
- A global pharmaceutical company
- A local broadcasting company
- A national newspaper company

GLOBAL
PHARMA-
CEUTICAL

LOCAL
BROAD-
CASTER

NATIONAL
NEWS
PAPER

GLOBAL MEDIA
CONGLOMERATE

WEATHER
FORECASTING

ATHLETICS

FOOD
SERVICES &
FACILITIES

TELECOM

BROAD-
CASTER
NEWS
SERVICE

NEWZULU CREATIVE

- Newzulu Prime, Newzulu's creative pitching service has been renamed to **Newzulu Creative**
- New product name caters better to brands that need creative content
- Digital marketing activities have already shown good response from brands

→ newzulu.com/creative



A woman in traditional Nepali attire, including a red and gold headpiece with blue and white ornaments, and a red and gold patterned sari, is looking down at a smartphone. She is wearing multiple colorful bangles and white rings. The background is blurred, showing other people in red clothing.

OPERATIONAL UPDATE

Image: Newzulu contributor Archana Shrestha

A LEANER NEWZULU:

COMMITMENT TO COST CONTROL

- Cost reductions in excess of \$4.5 million
- 50% **reduction in headcount** (from 84 to 38 people)
- Simplified organizational structure and operational focus
- Reduced **general operational expenses** (rent, travel, admin, etc.)
- Significantly improved financial controls and processes



CURRENT FINANCIAL POSITION

VARIANCE TO PREVIOUS PROJECTIONS

- Weaker than anticipated pre-restructuring pipeline.
- While current sales pipeline encouraging, sales cycle is long
- Higher than anticipated one-time restructuring costs



THE PATH FORWARD

- Anticipated strong sales growth as team gains traction
- Continued best-in-class platform development
- Strategic discussions underway around content distribution
- Exploration of funding options underway to bring company to cash flow breakeven
- Increased cost reductions as reorganization is completed
- Canadian Government Grant of \$300,000 (CAN) for further product development



NEWZULU NOW

- Global UGC marketplace continues to develop
- The Newzulu Platform delivers demonstrably superior UGC development and management capabilities
- Focused and disciplined management
- Clear traction at all stages of sales funnel
- Valuable strategic partnerships



**POSITIONED TO DOMINATE
THE UGC OPPORTUNITY**





APPENDIX

CORPORATE UPDATE

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.



CHARLES KOONES
Independent Chairman

Highly experienced executive involved in the US and international media industry for several decades. Managing Partner of Moon Tide Media, LLC, previously served as a director of American Media Inc., The Wrap, Inc. and PaidContent.org. Formerly President and Publisher of Variety magazine and President of Reed Elsevier's RBI Entertainment Group



CLIVE DICKENS
Non-Executive Director

Mr Dickens is the Chief Digital Officer for Seven West Media and a non-executive director of Yahoo 7. Mr Dickens has over 30 years of experience in digital content and broadcast media spanning the US, South Africa, Europe, the UK and Australia. Mr Dickens has advised organisations such as Shazam and co-founded Absolute Radio for the Times of India and UK Radio Player Limited, a joint venture between UK broadcasters and the BBC.



ED WILSON
Independent Director

Mr Wilson's background includes significant tenure at some of the world's leading media companies. He has served as CEO of Tribune Broadcasting and, at various points in his career, President of FOX Television Network, NBC Enterprises and CBS Enterprises. Most recently, as Executive Chairman and CEO of Dreamcatcher Media Mr Wilson brings his distinctive knowhow and strategic perspective to emerging organisations ranging from global digital content platforms to big-data social intelligence.



JAMES BODEL
Non-Executive Director

Mr Bodel has an MBA (Executive) with the Australian Graduate School of Management (UNSW) and holds degrees in Commerce, Law and Medicine. He was Managing Director of Assess Medical Group for over eight years and is Director of Goodtime Hospitality Group and investment manager for Blueroom Capital Pty Ltd.



KAREN LOGAN
Company Secretary

Ms Logan is a Chartered Secretary and holds a Bachelor of Commerce from Curtin University. She has over 10 years' experience in compliance matters having held consultancy and company secretarial positions with ASX-listed and unlisted companies from a diverse range of industries. Ms Logan is an Associate of the Institute of Chartered Secretaries and Administrators, a Fellow of the Financial Services Institute of Australasia and a Graduate Member of the Australian Institute of Company Directors.

SENIOR EXECUTIVES



MARC MILGROM
CEO

As CEO, Marc Milgrom has direct responsibility for the execution of Newzulu's strategy and business plan. Marc has been with the Company in his capacity of Global Chief Operating Officer since the acquisition of Filemobile Inc. by Newzulu in February 2015. Prior to joining Newzulu, as President of Filemobile, Inc. Marc was responsible for technology and product development, finance, strategic partnerships, major accounts, client delivery and for driving strategic development with the senior management team. He has a proven track record of delivering profitable revenue growth through strategic vision, leadership and execution. He was previously a tax partner of PricewaterhouseCoopers (PwC).



DAVID KLINGHOFFER
SVP Global Sales

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.



TOM LIEU
CFO

Tom Lieu has served as Chief Financial Officer of mobile software company Route1 having previously been VP Finance & Administration. Prior to joining Routel, Tom was the Controller of Engineering.com from 2006 to 2012. He has over 10 years of financial management experience in the technology sector. Tom 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.

AS AT 31 OCTOBER

TOP 20 SHAREHOLDERS

RANK	NAME	SHARES	%
1.	SEVEN WEST MEDIA INVESTMENTS LIMITED	268,846,610	18.53
2.	UBS NOMINEES PTY LTD	184,285,715	12.70
3.	BLUEROOM CAPITAL PTY LTD	120,378,447	8.30
4.	WYUNA GROUP PTY LTD <WYUNA GROUP A/C>	56,924,276	3.92
5.	MATILDA MEDIA PTY LTD <MATILDA MEDIA A/C>	55,617,482	3.83
6.	PAPELLA PTY LTD	30,216,588	2.08
7.	GLENEAGLE SECURITIES NOMINEES PTY LIMITED	26,203,978	1.81
8.	MR MICHAEL SAFAR	20,900,000	1.44
9.	MR DAMIEN GOSSET	19,920,327	1.37
10.	BLUEROOM CAPITAL PTY LTD <BLUEROOM CAPITAL A/C>	19,470,627	1.34
11.	PISTACHIO PTY LTD <THE PECAN SUPERANNUATION A/C>	17,443,750	1.20
12.	SMARTEQUITY EIS PTY LTD	16,883,096	1.16
13.	PISTACHIO PTY LTD <THE SURE THING A/C>	14,863,417	1.02
14.	MDH CAPITAL PTY LTD	13,392,875	0.92
15.	SUPERGUN PTY LTD <BRICKLANDING SUPER FUND A/C>	11,625,000	0.80
16.	BICKHAM COURT SUPERANNUATION PTY LTD <BICKHAM COURT SUPER FUND A/C>	10,288,414	0.71
17.	RBC TRUST COMPANY (GUERNSEY) LIMITED <RAG1 A/C>	10,000,000	0.69
18.	MR PETER SCARF	9,809,080	0.68
19.	NOMEZ PTY LTD <NOMEZ FAMILY A/C>	9,471,590	0.65
20.	HARTPOWER PTY LIMITED <THE KEITH HARTMAN NO 2 A/C>	9,239,627	0.64
Totals: Top 20 holders of ORDINARY FULLY PAID SHARES (TOTAL)		925,780,899	63.80
Total Remaining Holders Balance		525,278,740	36.20

AS AT 31 OCTOBER

ISSUED CAPITAL

CLASS OF SECURITIES

	NUMBER
Fully paid ordinary shares	1,451,059,639
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
Lead manager options exercisable at \$0.02 each and expiring 14 June 2019	12,000,000
Type A cornerstone investor options exercisable at \$0.02 each and expiring 14 June 2019	72,000,000
Type B cornerstone investor options exercisable at \$0.03 each and expiring 14 June 2019	18,000,000
Director options exercisable at \$0.02 each and expiring 15 June 2019	5,000,000
Executive options exercisable at \$0.02 each and expiring 15 June 2019	12,000,000
Executive performance rights	550,000

QUESTIONS?

CONTACT

For further information please contact:

MARC MILGROM
CEO
ceo@newzulu.com

KAREN LOGAN
Company Secretary
karen@newzulu.com

→ www.newzulu.com



DISCLAIMER

This presentation is the property of Newzulu Limited (Newzulu). It is a presentation of non-specific background information about the current activities of Newzulu. It is information given in summary form and does not purport to be complete.

All persons should seek appropriate professional investment advice in reviewing or considering this presentation and all other information with respect to Newzulu, its business, financial performance and operations. Neither the provision of this presentation nor the information contained therein, or any associated communication to any person should be taken as constituting financial advice regarding the purchase or dealing of shares in Newzulu. This presentation does not purport to provide all information that might reasonably be required to complete a detailed assessment of Newzulu.

Individuals should conduct their own investigation of investment and financial parameters relevant to their personal requirements for investment purposes. The presentation may contain forward looking statements regarding the intentions of the Company, and these will be affected by many other factors beyond the control of the Company.

Forward-looking statements include, but are not limited to, statements concerning Newzulu's planned strategies and programs and other statements that are not historical facts. Although Newzulu believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements. The presentation must be considered in the light of these uncertainties and investments in Newzulu should be considered as speculative in nature.

This presentation does not constitute an offer, invitation or recommendation to subscribe for, or purchase any security and neither this presentation nor anything contained in it shall form the basis of any contract or commitment. This presentation does not constitute an offer or invitation in any jurisdiction anywhere, or to any person to whom, such an offer would be unlawful.