

ASX Company Announcement | Issue Date: 12 February 2016

NEWZULU APPOINTS INDEPENDENT CHAIRMAN IN THE USA

- + Mr Charles Koones appointed as Non-Executive Director and Independent Chairman of Newzulu.
- + Independent Chairman to bring extensive global media industry and sales experience to Newzulu.
- + Mr Koones will assist management to drive sales, partnerships and investor engagement in the USA.

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), the world's leading crowd-sourced media company, is pleased to announce that it has appointed Mr. Charles Koones as the Company's independent Chairman of the Board, commencing 12 February, 2016. Following the relocation of operational headquarters to New York and increasing focus on the USA market, Newzulu has sought to bolster its capabilities in the North American region and strengthen its leadership team.

Charles Koones is a highly experienced executive who has been involved in the US and international media industry for several decades. Mr. Koones is Managing Partner of Moon Tide Media, LLC, a Los Angeles based media company and advertising agency. Mr. Koones has previously served as a director of several media companies including American Media Inc., a major US publisher of magazines and digital titles, The Wrap, Inc. and PaidContent.org. Mr Koones was President and Publisher of Variety magazine and President of Reed Elsevier's RBI Entertainment Group. He is currently vice chairman of the L.A. based non-profit Coalition for Engaged Education. Mr Koones holds a Bachelor of Arts from the University of Richmond.

Subject to the necessary regulatory and shareholder approvals, the Board proposes to issue Mr Koones with 5,000,000 options with an exercise price of \$0.075 per option and expiring on 31 August, 2017, in addition to director's fees.

Mr Alexander Hartman will immediately transition from his current role as Executive Chairman to focus on his executive capacity as Managing Director and CEO of Newzulu, with responsibility for the operational management of Newzulu. Mr. Hartman has also agreed to suspend certain cash incentive components of his remuneration package.

"The Directors and myself are delighted to have attracted a media luminary of Mr. Charles Koones' caliber and experience to join as an Independent Director and Independent Chairman of the Board of Newzulu. The appointment of Mr. Koones will significantly enhance the capabilities of Newzulu in the

USA and accelerate the commercialization phase of our business plan. Charlie brings with him both a wealth of media industry experience and an impressive network in the USA which will expand Newzulu's ability to make sales and attract investment. We look forward to drawing on Charlie's expertise as Newzulu engages with partners, clients and investors in the USA." said Alexander Hartman, Managing Director of Newzulu.

Mr Theo Hnarakis, a non-executive, independent director of Newzulu, has resigned from the Board. The Company is grateful for the contribution made by Mr Hnarakis and the Board of Directors thank Mr Hnarakis for the guidance that he has given to the Company since his appointment in October 2014.

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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.