

ASX Company Announcement | Issue Date: 3 August 2015

## **NEWZULU SIGNS THIRD MAJOR AUSTRALIAN MEDIA COMPANY**

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has entered an agreement (the “Agreement”) with a third major Australian media company. A leading commercial Australian television network has entered an Agreement in relation to licensing and usage of the Newzulu Platform and Newzulu Live product suite. This is the third major media organisation to sign within two weeks. The Newzulu Platform and Newzulu Live technologies enable the television broadcaster to crowd-source photos, videos and live video streams from its audience and from staff reporters.

Newzulu offers white-label enterprise software platforms with unique capabilities for media companies, broadcasters and brands. The Agreement will enable the broadcaster to deploy a customised crowd-sourced news platform which their viewers will be encouraged to engage in. The platform leverages traditional media, social media, mobile and web technology that empowers anybody with a mobile device and a story to contribute to their leading news services across traditional broadcast and digital media platforms.

Under the Agreement the client will initially provide up to three hundred (300) of its staff reporters with the Newzulu Live Reporter Kits apps on their mobile devices, with that number expanding based on success in the trial phase. Newzulu Live Reporter Kits enable reporters to efficiently file live video, post live video and photos direct from their mobile phones. Using Newzulu’s Platform and Newzulu Live the broadcaster will offer its viewers the capability to become reporters with a direct channel to contribute live video streams, photos and videos that are displayed on broadcast TV, mobile and the web.

The client has required that its identity and the terms of the Agreement remain confidential during the trial phase.; however, Newzulu anticipates revenues from licensing and subscription fees for Newzulu Platform and Newzulu Live (Reporter Kits and user-generated content) in the range of approximately A\$600,000 to A\$1,800,000 per annum expected to be accretive and commencing in 12 weeks, with the potential for extension based on the success of the crowd-sourced news technology rollout. The Newzulu Platform and Newzulu Live business model involves licensing software and editorial services for a monthly fee.

“Newzulu is excited by the momentum we are achieving with Australia’s leading television broadcasters. Newzulu is helping change the media landscape through our innovative technology, enabling journalists to capture news and distribute it live in one seamless process, giving viewers improved news services and significantly enhanced experience and up to the minute live news feeds. Our technology will allow news events previously missed to be captured and shared with viewers live. We look forward to delivering a compelling and engaging crowd-sourced news platform for this leading national player in Australian television news. We also look forward to publically launching the initiative with the broadcaster in the near future. Through Newzulu’s media and broadcast clients, everybody with can deliver the lead story, live on national news across Australia from their mobile device” said Alexander Hartman, Executive Chairman of Newzulu.

## AGREEMENT CONDITIONS

- The Agreement is subject to further negotiation and agreement on specific commercial terms.
- The Agreement extends up to two (2) years, subject to an initial twelve (12) week trial period.
- The Agreement includes initial licensing of Newzulu Live Reporter Kits for three hundred (300) reporters.
- The Agreement includes initial licensing of Newzulu Live user-generated content capabilities for up to three hundred thousand (300,000) active monthly mobile installations.

## NOTES

Newzulu’s clients in each territory are often competitors and as such Newzulu elects to maintain confidentiality in respect to the identity of those clients at the agreement phase to preserve their respective competitive advantages in the integration and deployment phases.

Newzulu Platform and Newzulu Live implementations by each client will become visible to the public upon launch and release of those client’s websites, mobile applications and usage of Newzulu Live Reporter Kits, as well as through editorial support in print, on mobile, the web and television, depending on the specific client.

- ENDS -

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### About Newzulu

Newzulu is a crowd-sourced media company that allows anybody, anywhere, with a smart phone and a story, to share news, get published and get paid. Headquartered in Paris, Newzulu operates bureaus in London, New York, Los Angeles, Toronto, Montreal, Sydney and Perth. In February 2015 Newzulu completed the acquisition of leading Toronto based user-generated content marketing software company Filemobile Inc. Newzulu operates in partnership with Getty Images, Tribune Content Agency, Alamy, Agence France-Presse (AFP) in France, Press Association (PA) in the UK & Ireland, ddp images in Germany, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (ČTK) in the Czech Republic, ITAR TASS in Russia and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).

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