

ASX Company Announcement | Issue Date: 23 July 2015

NEWZULU SIGNS PARTNERSHIP WITH RUSSIAN NEWS AGENCY

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has entered a strategic partnership and content syndication agreement (the “Agreement”) with ITAR TASS (**TASS**) (<http://tass.ru/en>), Russia’s national news agency and leading supplier of multimedia content to Russian media outlets, and commercial clients, which was founded in 1902. The Agreement between TASS and Newzulu extends to the distribution of Newzulu’s news content in Russia and joint initiatives to both crowd-source news and content within Russia and for the marketing of the Newzulu Platform and Newzulu Live products to Russian media companies.

Newzulu and TASS will collaborate on the development of crowd-sourced content sourcing, distribution and syndication in Russia, with the objective to grow revenues through the sales and licensing of Newzulu’s crowd-sourced content to TASS clients (editorial, creative and commercial), in Russia and worldwide. According to PwC, the Russian media market is one of the fastest growing in the world and is now predicted to be worth USD\$35.7 billion per annum with growth rates exceeding its counterparts across all major media industry sectors both traditional and digital. Russia has overtaken the UK and Germany as the largest TV advertising market in Europe, the Middle East and Africa recording \$USD6.1 billion in annual revenues in 2012.

Newzulu expects the Agreement with TASS will deliver a material increase in revenues for Newzulu’s editorial business, while the specific commercial terms of the Agreement were not disclosed. The Agreement covers terms for distribution and licensing of Newzulu content by TASS on a non-exclusive basis, with a focus on high-quality, validated crowd-sourced videos, live video streams and photography.

“Newzulu is pleased to announce our partnership with TASS, Russia’s national news agency, with an unrivalled position in the Russian media market. This partnership will provide a channel for Newzulu’s international community of contributors to sell content into Russia and for any Russian citizen with a smartphone and a story to get published and get paid both nationally and internationally” said Alexander Hartman, Executive Chairman of Newzulu.

About ITAR TASS

ITAR TASS is Russia's national news agency, founded in 1902, (*Информационное агентство России ТАСС, Informationsnoye agentstvo Rossii TASS*). TASS operates a network of correspondents and contributors that is unparalleled in Russia, with a staff of 1,500 working through 70 regional centers and offices in Russia; and through 68 foreign bureaus in 63 countries. TASS is delivering more than 100 news products covering political, economic, social, cultural and sports events at home and around the globe. TASS provides a continuous news flow in six languages: Russian, English, French, German, Spanish and Arabic. TASS Photo is the oldest news agency in Russia specialising in photo-reporting with daily delivery of news images on major news and events in Russia. TASS Photo archive is the largest in Russia collection of historical photo records which contains several million images and negatives. TASS Infographics delivers a broad range of print-ready infographics on major topics. TASS-Audio is the agency's main news themes presented in audio format for radio stations. TASS Research Centre delivers research on mainstream world developments in economics and social affairs. TASS is owned by the Government of the Russian Federation.

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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 (CTK) in the Czech Republic and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.

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