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## NEWZULU SIGNS MAJOR AUSTRALIAN TV BROADCASTER

Newzulu Limited (ASX: **NWZ**) is pleased to announce that it has signed an agreement (the “Agreement”) with a major Australian television broadcaster in relation to licensing and usage of the Newzulu Platform and Newzulu Live product suite. This is the second major media organisation in Australia 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 entered into relates to a leading Australian broadcaster who will deploy a customised crowd-sourced news platform which viewers will be encouraged to engage in. The platform leverages traditional media, social media, mobile and web technology that empowers anybody with any 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 one hundred (100) 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 Android and iOS based devices. 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 at this stage; 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\$1,500,000 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 opportunity to work with one of Australia’s leading television broadcasters, being the second key recent major client signing in Australia. We look forward to delivering a

compelling and engaging crowd-sourced news platform for this leading national player in Australian television news. We look forward to officially 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 up to one hundred (100) reporters.
- The Agreement includes initial licensing of Newzulu Live user-generated content capabilities for up to two hundred thousand (200,000) 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.

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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 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, ITAR TASS in Russia and Aflo Co., Ltd in Japan. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).