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ASX Company Announcement | Issue Date: 16 November 2017

AGM PRESENTATION

Newzulu Limited (ASX: NWZ) (**Newzulu**), a global crowd-sourced technology and media company, is please to present a copy of the CEO's AGM Presentation to be made at the Annual General Meeting commencing 9:00 am today.

For further information please contact:

Marc Milgrom
CEO
E: ceo@newzulu.com

Karen Logan
Company Secretary
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About Newzulu

Newzulu is a crowd-sourced technology and media company which facilitates the use of professional and user-generated content for broadcasters, publishers and brands to create a deeper engagement with their audiences. Newzulu's Platform is a web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. Newzulu's Creative 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 also operates in Toronto, London, Paris and Sydney. 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.

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Newzulu Limited Annual General Meeting
16 November 2017
ASX:NWZ

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Complete **Transformation**

Significant Momentum

Restructuring Complete	Technology Transformed	Record Sales Pipeline	November 2017
✓ June – raised $5.84m ✓ Annual operating costs down by >$5.5m ✓ Board transformed with media leaders	✓ Legacy platform to be retired (early 2018) ✓ All UGC will be driven by CrowdSpark's state-of-the-art platform	✓ Investment since June 2017 focused on sales team growth ✓ A deal a month since June. Sales are accelerating	• Rebranding & new name • Share Consolidation • Financially Strong

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SWM App Powered by **CrowdSpark**

Client Momentum

SEVEN WEST MEDIA

Seven Network - Australia's most-watched television platform – is focused on delivering the biggest sports events to all Australians including:

- 2017 Sydney to Hobart Yacht Race
- 2018 Australian Open
- XXIII Olympic Winter Games 2018
- 2018 Commonwealth Games

Seven West Media is to release a free 7branded Native Mobile App powered by CrowdSpark which will capture UGC video submissions around these major sporting events from December 2018 through April 2018 and beyond

This UGC will be published and monetized through the SWM digital network and properties

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UGC is Key to **Engagement**

User-Generated Content

- 93% of consumers find UGC to be helpful when making a purchasing decision.
- Brand engagement increases an average of 28% when users are exposed to a combination of user created product videos and professional content.
- UGC is 20% more influential than any other type of media when it comes to influencing Millennial purchases.
- UGC results in 29% higher web conversions than campaigns or websites without it.

**Source: statista.com 2017; Business Wire 2016; tintup.com 2017*

"Effective UGC can generate 6.9x higher engagement than brand generated content on Facebook" – Mary Meeker

Mary Meeker's (Kleiner Perkins) Internet Trends Report 2017, quoting Mavrck

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Major **Clients**

Global Client Base

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CrowdSpark **Overview**

Three Complimentary Businesses

CROWDSPARK PLATFORM

SaaS Platform licensed to major corporates enabling them to gather, manage and publish user-generated content

CROWDSPARK CREATIVE

Crowd-sourced service providing professional creative productions (including advertisements) for major global clients

CROWDSPARK CONTENT

UGC App enabling citizen journalists to provide UGC – which CrowdSpark verifies and syndicates through its global publishing partners

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CROWDSPARK®
PLATFORM

SaaS Platform

Best-in-class Technology

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CrowdSpark's **Model**

Platform

Enables clients to master user-generated content at scale.

Gather

Gather more content from multiple sources, more devices, and more people.

Curate

Moderate and manage social content at scale.

Publish

Share your content on multiple channels with ease and flexibility.

Engage

Engage your audience with social activities that increase traffic and drive interaction on your site.

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Our Value **Proposition**

Platform

- Connect and engage customers on a deeper emotional level with relevant, authentic, constantly refreshing content they trust.
- Own and manage your content, data, and customer relationships efficiently and cost effectively.
- Grow community and welcome customers to join a brand's story by encouraging them to share their photos and videos.
- Leverage user-generated content to showcase product offerings.
- Integrate content into marketing campaigns and run contests
- Create and maintain an innovative brand identity and build connections.

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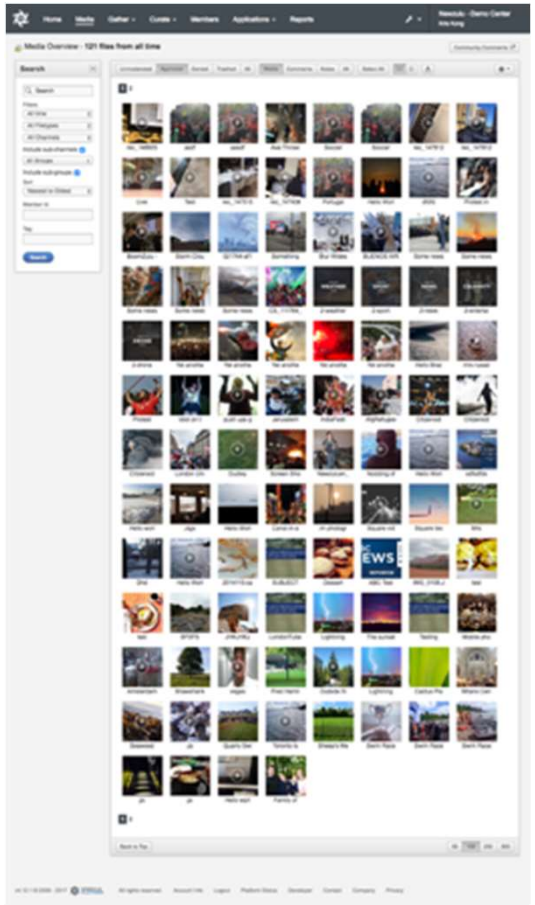
Platform **Features**

- Direct UGC
- Social Hub
- APIs/SDK/Mobile Apps
- Reporter Kit
- Notification Center
- Live Suite
- Community/Contests



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The Weather Network

Challenge:

Build a community of weather enthusiasts who share photos and videos from all over the world.

Solution:

CrowdSpark's platform provides APIs, Upload Widgets, and Workflow to power this user-generated community on TWN's website and mobile apps.

Results:

- Over 1 million users in TWN's UGC community.
- UGC is now the main converter for new registrations.

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ITV

Challenge:

Engage ITV's audience to submit video content for ITV productions.

Solution:

CrowdSpark's platform is used to gather videos from ITV's audience for various TV productions. ITV drives its audience to a CrowdSpark responsive upload widget for users to upload video. Using the CrowdSpark Platform, ITV then selects the videos it wants and pushes them to various downstream systems for post-production and broadcast using the Workflow feature within the Platform.

Results:

- Over 500,000 ITV members.
- The ITV production team selected video content to include in their TV productions and for related purposes.

Video play URL: http://www.newzulu.com/cases/itv/

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CrowdSpark Content

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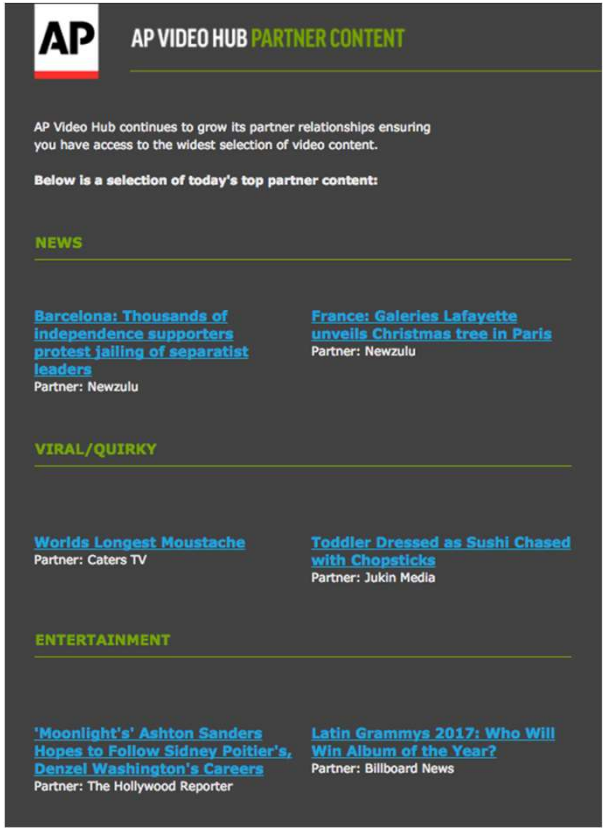
Content **Accomplishments**

- Videos distributed up by 40% year over year
- Video revenue now 47% of content sales, compared to 29% prior year
- 43% of videos now coming from the USA, with 52% of videos sold in the USA
- Featured as a partner on the AP Video Hub



AP VIDEO HUB PARTNER CONTENT

AP Video Hub continues to grow its partner relationships ensuring you have access to the widest selection of video content.

Below is a selection of today's top partner content:

NEWS

Barcelona: Thousands of independence supporters protest jailing of separatist leaders
Partner: Newzulu

France: Galeries Lafayette unveils Christmas tree in Paris
Partner: Newzulu

VIRAL/QUIRKY

Worlds Longest Moustache
Partner: Caters TV

Toddler Dressed as Sushi Chased with Chopsticks
Partner: Jukin Media

ENTERTAINMENT

'Moonlight's' Ashton Sanders Hopes to Follow Sidney Poitier's, Denzel Washington's Careers
Partner: The Hollywood Reporter

Latin Grammys 2017: Who Will Win Album of the Year?
Partner: Billboard News

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Coming **Soon**

Content

New Content contributor app (iOS and Android) and desktop site built on the CrowdSpark Platform.

News Calls and enhanced editorial workflow including verification and partner send.

Artificial intelligence (AI) built into the CrowdSpark Platform:

- Auto identify: nudity, objects, emotions, celebrities, location
- For our content verification
- As value add to clients
    - For Moderation
    - For analytics to better understand user and content connections

To accelerate Content and Platform revenue growth.

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Associated Press

Challenge:

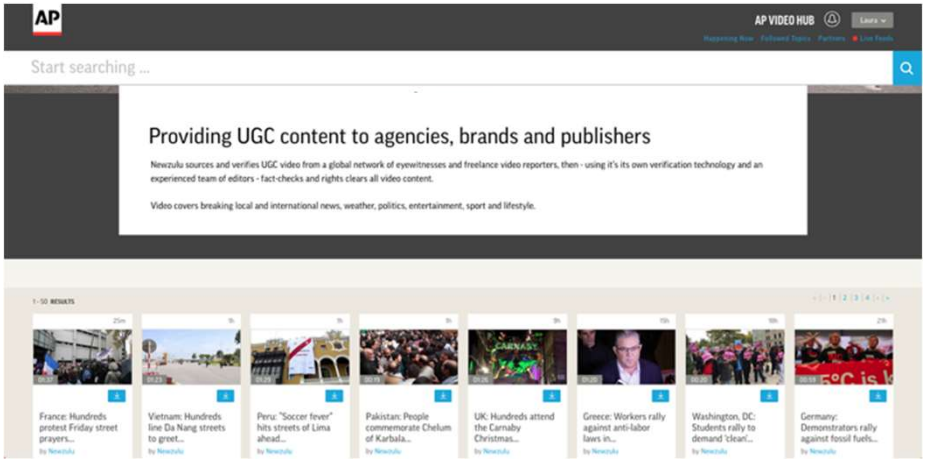
Increase AP's user-generated content collection as well as diversify the video selection available to their clients.

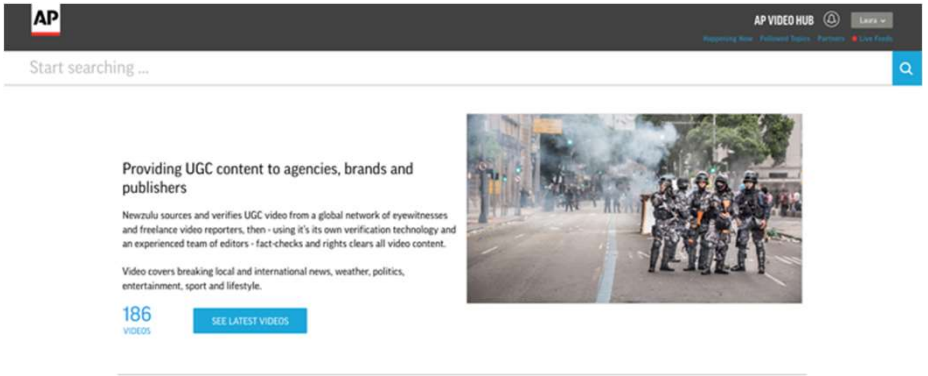
Solution:

CrowdSpark provides verified, ready-to-use user-generated news content.

Results:

- Content is now available on both AP Video Hub and AP Archive.
- A collection of over 4,600 user-generated videos are available to AP clients worldwide.





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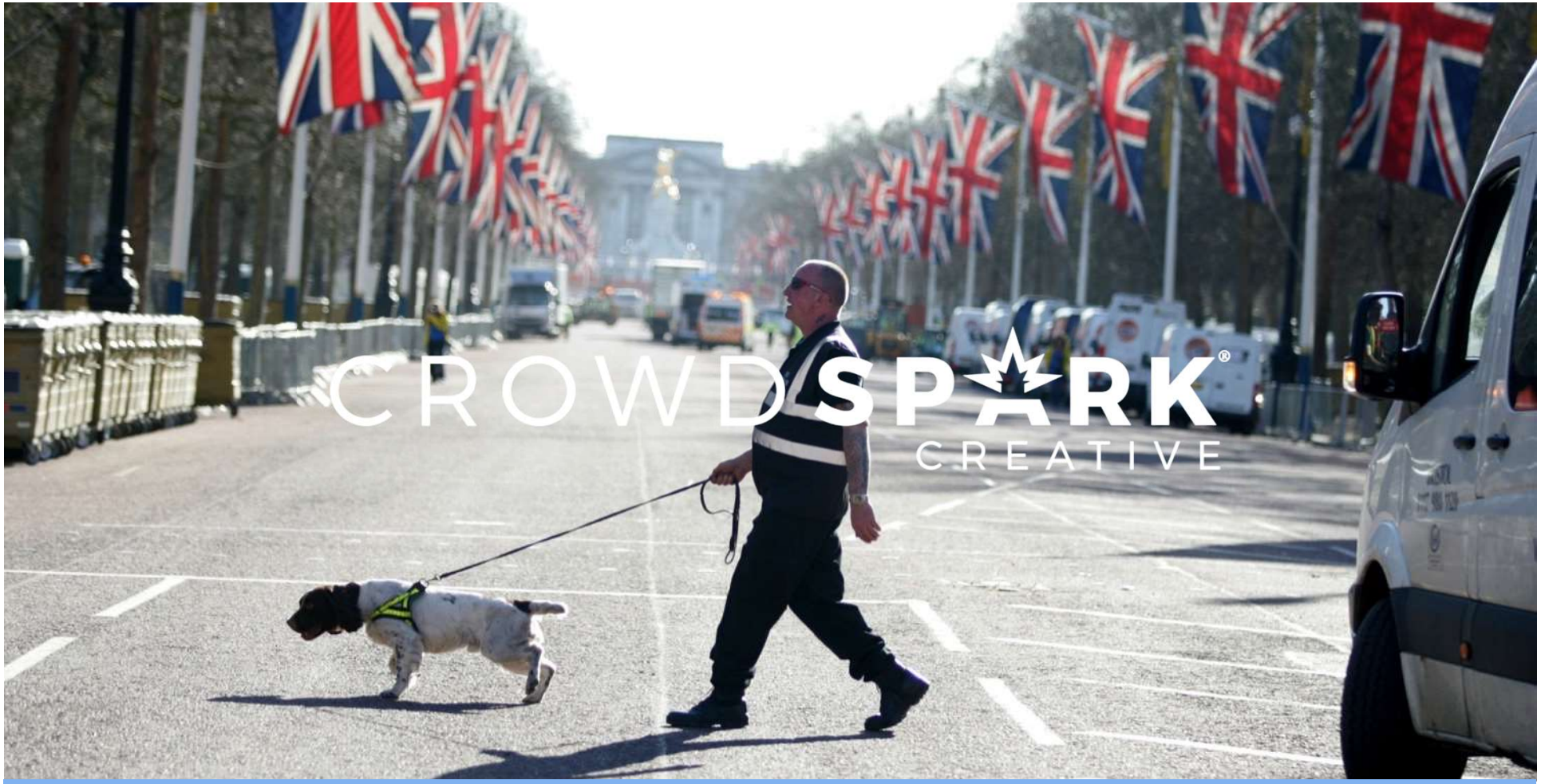

CrowdSpark Creative

Major Customer Wins

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Wins

CrowdSpark Creative

CrowdSpark winning new clients and repeat business from existing clients

Roche

EDMOND DE ROTHSCHILD

MACSF

dianafood

association PRÉVENTION ROUTIÈRE

SOCIETE GENERALE

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Edmond de Rothschild

Challenge:
Introduce Edmond de Rothschild's newest investment fund, Edmond de Rothschild Fund Income in an animation video.

Solution:
CrowdSpark Creative short-listed a selection of motion designers who pitched their ideas via storyboard and then created an animation video.

Results:

- The animation video was delivered in French, English and Italian within four weeks.

Video play URL:
http://www.newzulu.com/cases/edmond-de-rothschild-fund-income-en/

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Operations

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Senior **Executives**

A Committed Experienced Team

Marc Milgrom

CEO

As CEO, Marc Milgrom has direct responsibility for the execution of CrowdSpark'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 CrowdSpark in February 2015. Prior to joining CrowdSpark, 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 was previously a tax partner of PricewaterhouseCoopers (PwC).

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.

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Board of **Directors**

A Committed Experienced Team

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.

Chris Adams
Non-Executive Director

Mr Adam's career has included his working with and for some of the best-known companies in the world, a wide variety of start-ups, charitable endeavors, brands and thought leaders. Some of the more notable companies include: Facebook, Amazon, Participant Media, Comcast Cable and Interactive. This includes roles of media/entertainment/technology executive, board director, advisor, digital strategist, speaker, lecturer and author. Mr Adam's recent work includes roles with National Storage, Sensis, Thred, Manalto, Haystack, VoiceByte and Arrive Wealth Management.

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.

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Global Clients and **Operations**

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Corporate **Overview**

Market Capitalisation*: $7.3m

- Current Shares on Issue: 7,3bn
- Post consolidation: 36.5m

Revenue

- $2.49m (FY17)

Cash on hand (30/9/17): $3.275m

Substantial Shareholders*

- Seven West Media ~ 21.9%
- TIGA Trading ~ 16.7%
- Blueroom Capital ~ 10.4%
- Alceon Liquid Strategies ~ 6.8%

*Figures as at 26 October 2017.

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CrowdSpark **Highlights**

Outstanding SaaS platform
A Market Leader in UGC

UGC

Fast growing Market
Recognition that User-Generated Content is key to consumer engagement

CrowdSpark App
Game changer in gathering of UGC

Global Media
Citizen reporters in 150 countries

Growing Major Client Base
Blue Chip global clients

Outstanding Team
CrowdSpark transformed . . .

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Contact **Us**

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