

ASX Company Announcement | Issue Date: 4 March 2016

## **NEWZULU SIGNS AGREEMENT WITH CROWD MOBILE**

- + Newzulu will integrate the Crowd Experts Question & Answer (Q&A) service powered by Crowd Mobile (ASX: CM8) into its current Newzulu news App for iOS and Android.
- + The agreement will enable Newzulu to develop a new revenue stream from its large community of freelance journalists via the Newzulu App and partner apps downloaded over 8.5 million times.
- + Crowd Mobile platform will enable Newzulu users to ask experts questions on news and current affairs through the app for a small fee to obtain personalized answers.

Newzulu Limited (ASX: NWZ, OTCQX: NWZLY, Newzulu, Company), the world's leading crowd-sourced media company, is pleased to announce that it has signed an agreement with Crowd Mobile Limited (ASX: CM8 & FWB-XETRA: CM3) to integrate its Crowd Experts Q&A technology into Newzulu's mobile applications. The agreement establishes a collaboration by Newzulu and Crowd Mobile to offer consumers a platform where they can ask questions related to news events or current affairs. The questions will be answered near real-time by Newzulu's global community of freelance journalists and news subject matter experts, on a fee per question basis, with Newzulu and Crowd Mobile sharing revenues.

Pursuant to the agreement and launch of the service, users of the Newzulu news App for iOS and Android will be able to ask questions about news events and current affairs to be answered by Newzulu's journalists and news editors on the Newzulu site and will receive an answer for a small fee billed to their Apple Pay or Google account. Newzulu will promote the service and its community of news experts will be paid for each question they answer. Revenues derived from the service will be split 80/20 in favor of Newzulu. There is an increasing willingness for consumers to pay for personalized expert opinion due to the inadequacies and inaccuracies of Google-like answers on the Internet, it's a service beyond Google.

Crowd Mobile has created Crowd Expert as a global platform for paid questions and answers that seamlessly connects those looking for an expert opinion with those that are best placed to provide them in near real time. With a presence in over 50 countries and over 30 languages, Crowd Mobile has answered by 66 million questions since inception. The agreement with Crowd Mobile aligns with Newzulu's corporate strategy to build a community-oriented platform that leverages its unique software platform of user-generated content (**UGC**). The agreement represents the first major

For personal use only

agreement and offering of its kind in the media industry and provides unparalleled functionality to Newzulu's large and growing user base of freelance journalists and news experts

Newzulu CEO Alexander Hartman commented on the deal: "We see the potential in Crowd Mobile's technology to build a significant new revenue line by connecting our global community of freelance journalists as a network of experts on news and current affairs. This deal will benefit consumers looking for accurate and targeted answers to specific news and current affairs issues and for journalists, who will be able to charge a fee for their expert opinion. Newzulu is delighted to launch this additional service that drives stronger user engagement and delivers new revenue streams for its community.

Crowd Mobile's CEO Domenic Carosa commented: "We are excited about the new commercial relationship with Newzulu and the value that this partnership will bring to both our businesses. This is our first collaboration partnership and Newzulu is the first company to utilize Crowd Mobile's micro-job platform application programming interface (API), allowing Newzulu to better monetize its large and growing user base."

- ENDS -

**For further information please contact:**

Alexander Hartman  
CEO and Managing Director  
E: [alexassistny@newzulu.com](mailto:alexassistny@newzulu.com)

Karen Logan  
Company Secretary  
E: [karen@newzulu.com](mailto:karen@newzulu.com)

USA investor contact:  
Rudy Barrio  
DresnerAllenCaron  
T: +1 212 691 8087  
E: [rbarrio@dresnerallencaron.com](mailto:rbarrio@dresnerallencaron.com)

USA media contact:  
Len Hall  
DresnerAllenCaron  
T: + 1 949 474 4300  
E: [lhall@dresnerallencaron.com](mailto:lhall@dresnerallencaron.com)

**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 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, Aflo Co., Ltd in Japan, Australian Associated Press (AAP) in Australia, ITAR TASS in Russia, Norwegian News Agency (NTB) and YAY Images in Norway, Agenzia Nazionale Stampa Associata (ANSA) in Italy, ddp Images in Germany, East News in Poland, TT Nyhetsbyrå in Sweden, Agencia EFE in Spain, Wikono Sociedad Limitada and GtresOnline in Spain and South America, Northfoto in Eastern Europe. Further information can be found on [www.newzululimited.com](http://www.newzululimited.com).

**About Crowd Mobile**

Crowd Mobile is a mobile-first company with a world-leading platform that provides personalised expert advice that go beyond Google. Operating across 50 countries and 30 languages, the Company has partnered with over 160 mobile carriers to enable users to pay for its products and services through

For personal use only

their mobile phone or with Google or Apple Pay. Crowd Mobile, which has also developed a diverse range of products in the m-payment, entertainment and infotainment space, is listed on the Australian and Frankfurt stock exchanges.

For personal use only