

ASX Company Announcement | Issue Date: 8 December 2017

CROWDSPARK ADDS ARTIFICIAL INTELLIGENCE AND CONTENT VALIDATION WORKFLOW TO ITS UGC TECHNOLOGY

CrowdSpark Ltd (ASX: CSK) (**CrowdSpark**) is pleased to provide a product update.

CrowdSpark, the all-in-one solution for brands and media companies to build connections and community by gathering, managing and publishing user-generated content, has released new functionality for clients using its user-generated content (**UGC**) Platform.

Platform AI

CrowdSpark is excited to announce it has built artificial intelligence (**AI**) into the CrowdSpark UGC Platform, adding value through practical applications of advancements in AI technology. This new machine learning solution will empower clients with the ability to automatically flag and identify explicit pieces of content, add rich contextual tags and keywords, and identify celebrities and relevant landmarks.



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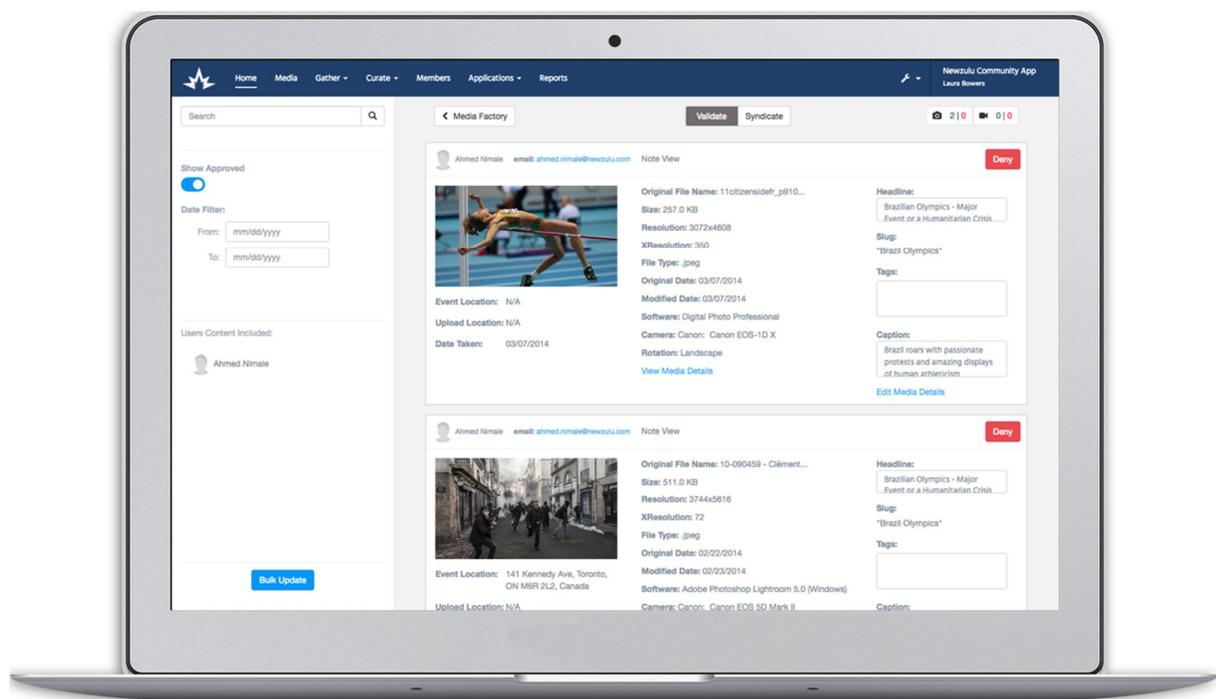
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Clients can set customizable confidence thresholds of what content should get published. For example, a client can create a metric to automatically deny content with a greater than 80% confidence level that it contains nudity. Clients can also quickly and easily organize and search content based on the auto-tagging and pre-set categories such as guns, blood and protest.

This new AI functionality will increase the efficiency of clients' moderation and curation of content, all in support of their brand protection.

Content Validation Workflow

To further supplement existing content moderation functionality for clients, an enhanced validation workflow has been added to the CrowdSpark Platform. Using this new feature, client editorial and moderation teams can quickly make bulk changes in multiple videos and photos to end-user facing content details, add keywords and tags, and validate content with robust file details.



Clients can use this new content validation workflow hand-in-hand with CrowdSpark's machine learning solution for human review of AI keywords and content status recommendations based on client configurable AI settings, and then easily publish content to their websites, mobile



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applications and downstream systems. The combination of these new tools will increase client productivity and content validation confidence.

- ENDS -

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About CrowdSpark Ltd (ASX: CSK)

CrowdSpark is an all-in-one solution for brands and media companies to build connections and community by gathering, managing and publishing user-generated content. CrowdSpark's Platform is web-based and mobile software that enables businesses to gather, organize, publish and amplify user-generated content at scale. CrowdSpark's Creative division provides crowd-sourced, creative film and video production for the digital age. CrowdSpark'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, CrowdSpark also operates in Toronto, London, Paris and Sydney. CrowdSpark operates in partnership with Associated Press (AP), Getty Images, 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.crowdspark.com.



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