

ASX Company Announcement | Issue Date: 16 December 2015

NEWZULU SIGNS CONTENT PARTNER AGREEMENT WITH ASSOCIATED PRESS

Newzulu Limited (ASX: **NWZ**, **Newzulu**) is pleased to announce that it has entered into a video content licensing agreement with AP Video Hub, the online video delivery platform of The Associated Press (**AP**). Under the Agreement, Newzulu will license its broadcast-quality crowd-sourced news videos to AP's extensive global network of clients, receiving a royalty which is then shared the videographer.

This agreement represents a significant opportunity for Newzulu contributors, with more than half the world's population viewing content from AP on any given day. Its online video download platform launched in 2012 with a simple user interface, offering customers a fast and efficient download service with over 100 videos updated daily. In 2014 it launched its Content Partner Offer, allowing third-party suppliers to sell their content on the platform, gaining instant access to AP's wide network of customers. The platform now also offers live streaming of news and planned events to both digital publishers and broadcasters.

Newzulu Executive Chairman Alexander Hartman commented on the agreement: "We are pleased to announce that Newzulu is working with AP to license our high quality user-generated video content around the world via its AP Video hub platform. The agreement reflects Newzulu's capability to gather, validate and distribute crowd-sourced video, which is becoming ever prominent in today's news industry."

AP director of international development and partnerships, Paul Shanley, said: "Our goal is to create the world's greatest up-to-the-minute professional video news platform and, to do that we need to ensure that we have the widest selection of video available. That includes user generated content, demand for which is continuing to increase. Newzulu is an ideal partner for this, and will allow us to provide our customers with even more of the types of content they require to engage their own audiences."

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About The Associated Press

The Associated Press (**AP**) is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP. On the net - <https://www.apvideohub.com> and <http://www.ap.org>.

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 and Sydney. 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, Belga News Agency in Belgium, Canadian Press (CP) in Canada, Australian Associated Press (AAP) in Australia, Czech News Agency (CTK) in the Czech Republic, ITAR TASS in Russia, Agenzia Nazionale Stampa Associata (ANSA) in Italy, East News in Poland, Mahatta Multimedia in India, ANSA in Italy, Wikono Societed Limitadaa in Spain and Aflo Co., Ltd in Japan. Further information can be found on www.newzululimited.com.

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