

knewz

Every news story
Every angle

Draw your own conclusions



KNEWZ.COM



News Aggregation Without Bias



Knewz is an innovative aggregator designed to let people consume news from a wide variety of publications, free of the bias bubbles and vacuous verticals that frustrate so many discerning readers.

Scan. Search.

Find stuff you won't find on Google.

Diverse sources

From liberal to conservative, local to global.

Filter bubbles burst

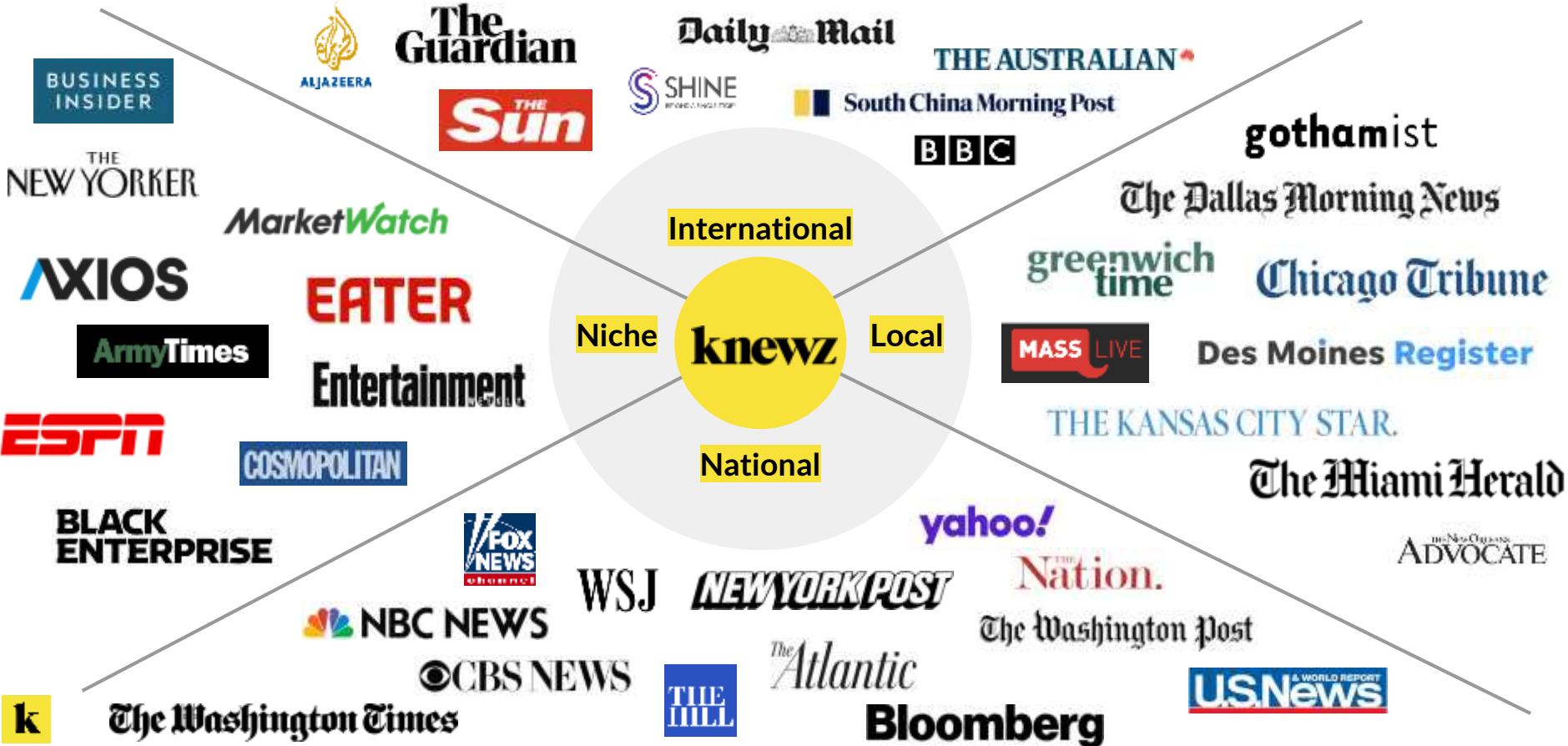
Knewz does not personalize search results or headlines according to user preferences. Every visitor sees an identical array of headlines.

Great news app, [it] gives both sides of an issue, without giving an opinion. Thanks for letting me draw my own conclusions!

This app is what we need. Straight news, free of bias, from multiple sources, in a clean and simple interface. This is great.

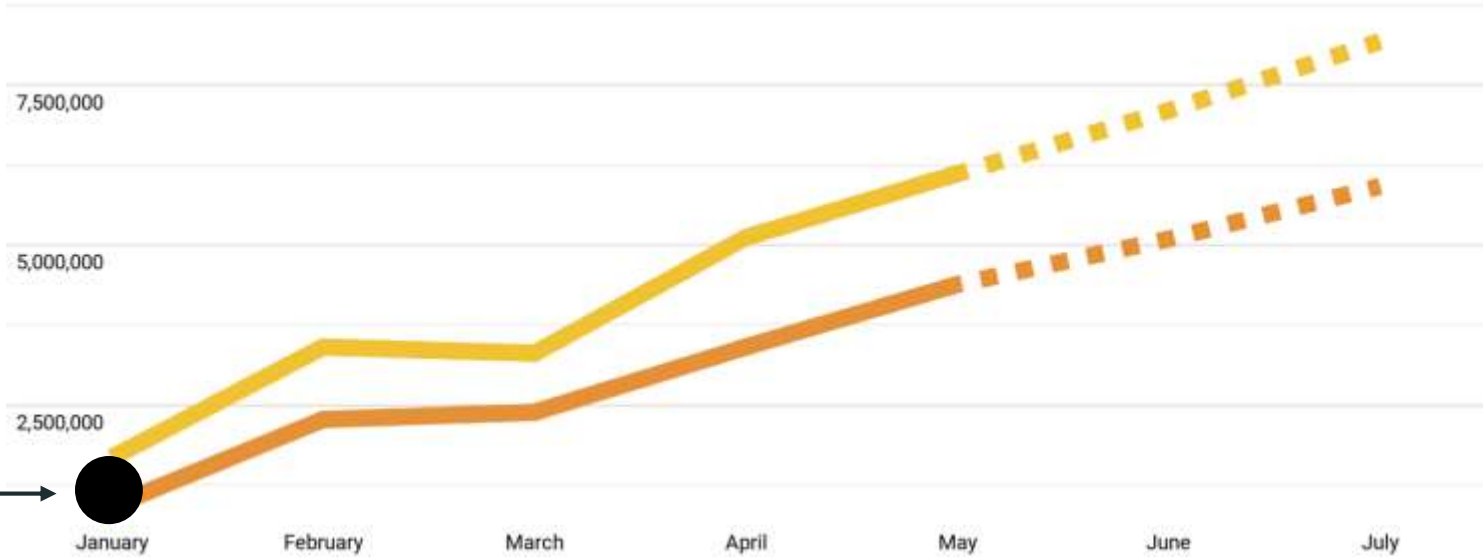
News from Diverse Sources

Knewz aggregates over 400 premium publications



Knewz Audience: 3.4MM UVs & Growing

— Pageviews — Pageviews Projected — Unique Users — Unique Users Projected



Knewz Launch:
January 2020

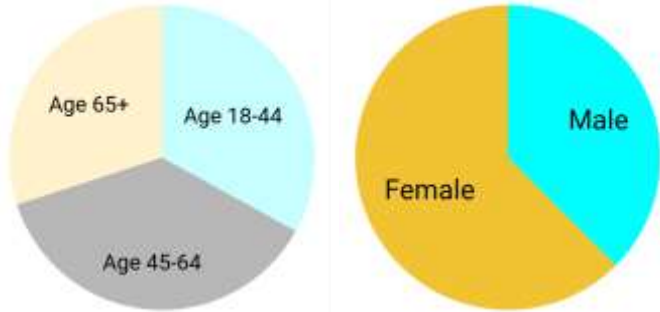
- 3.4M** Monthly Unique Visits
- 40K+** Mobile App Installs
- 32%** Newsletter Open Rate
- 56%** App users who visit weekly
- 7+ Mins** App avg time per session



Data as of June 15 2020

Knewz Audience Demographics

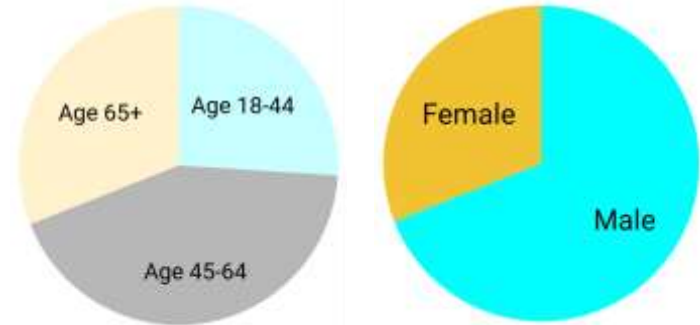
Knewz Website



AFFINITY INTERESTS

1. Food & Dining/Cooking Enthusiasts
2. Sports & Fitness Interest
3. Banking & Finance/Avid Investors

Knewz Mobile App



AFFINITY INTERESTS

1. Shoppers
2. Food & Dining/Cooking Enthusiasts
3. Sports & Fitness Fans

An informed, independent-minded, and engaged audience who don't want to be told what to think

Top Interests and Engagement on Knewz

News subjects with the most engagement Knewz:

Real Estate



Coronavirus Pandemic



Crime



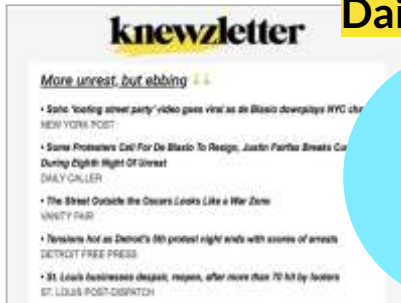
Entertainment



Race to the White House

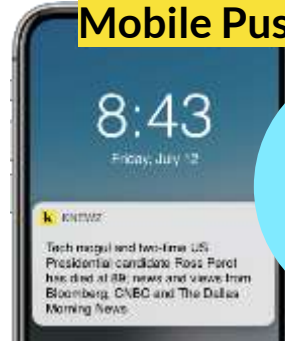


Daily Newsletter



32%
Avg open rate

Mobile Push Notifications



13%
Avg tap through rate

People are talking...



Apple App Store Rating



Google Play Store Rating



"Possibly the greatest news aggregator I've seen. **Move over Drudge, your competition has finally arrived!**"

Great news app, [it] **gives both sides of an issue, without giving an opinion.** Thanks for letting me draw my own conclusions!

I used to get my news from a combination of the Drudge Report, Apple News and Flipboard. Knews has replaced all those sources. Knews excels at linking to articles from the left, the right, and the center, so **I can get multiple slants and make up my own mind on the news of the day.**

The news aggregator without sensationalism. This is the perfect news aggregator. 1/ loads fast 2/ simple interface 3/ lots of sources and 4/ customizable.

Absolutely Love this App I've been looking for a news app that is not only a good mix of literally everything, but credible and in 'bite-size' form.

I love that I can see the major headlines, multiple sources on the same topic and feel like I'm getting the best quality stories. I'm informed but not overwhelmed, and this is amazing.

Great way to open up to more varied coverage. Wide variety of media outlets means I get a sense for the variety of view points on the issues of the day. Neat!

This app is what we need. **Straight news, free of bias, from multiple sources,** in a clean and simple interface. This is great.

Why Partner With Us?

Reach a highly engaged audience of avid news readers and independent thinkers.

Bias-Free, Brand-Safe Environment

Knewz clusters clearly represent all sides of the story—from left to right, local to global. Tap into audience interest in news topics without fear of bias or fake news.



“ Knewz is unique in that readers can, at a single glance, see multiple sources. It is not egregious aggregation but generous aggregation. We live in a world of vexatious verticals, of crass clickbait, of polarized perspectives and fallacious, fact-free feeds — Knewz is knowing and needed. ”

- Robert Thomson, Chief Executive of News Corp

Leveraging News Corp's First Party Audiences

MarketWatch article snippet: "The percentage of people who work in retirement has been steadily rising for years. And by 2026, the Bureau of Labor Statistics estimates, a whopping 30% of people age 65 to 74 will be in the labor force, up markedly from just 18% in 1956."

By HANCY COLLAMER

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Several factors are driving the trend. Longer lifespans, insufficient retirement savings and high levels of debt have many Americans worried about running out of money later in life. But even among those who can afford to quit the labor force, there's growing interest in part-time work in retirement. According to a 2019 Harris Poll for TD Ameritrade, almost 40% of Americans ages 40 and older plan to continue working in retirement, even if there's no financial need.

If you're one of them, it's wise to do some planning before you start looking for part-time work in retirement. Here are six questions, and six related tips, to help startify your next steps.

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Read news from all sides

realtor.com article snippet: "consultations they would normally have in person with me from the comfort of their home," says agent **Maggie Wells** of Keller Williams in Greater Lexington, KY.

To find an agent to further help you remotely, ask candidates if they offer virtual consultations and home tours. They should also be able to help you with e-signature apps so you can send and receive documents to sign digitally through email.

"If an agent doesn't offer these services yet, I highly recommend finding an agent who is [comfortable] working with technology," adds Wells.

Virtual home tours

ded open houses with a plate of cookies for everyone to grab are a thing of the past—at least for now. Instead, you've got virtual open houses and video tours.

There are several ways to virtually tour a home. Along with photos, many agents were already starting to incorporate videos or virtual reality tours. For example, the listing for this house in **Portia Vedula Beach, FL**, features a 360-degree virtual tour you can click on, which will take you to a video. You'll be able to see the home, room by room, without physically stepping onto the property.

"The power of video cannot be underestimated at a time like this," says

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Search the news on Knewz.com

NEW YORK POST article snippet: "The best President's Day 2020 sales on TVs, appliances, and more"

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VISIT NEWSY

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THE Sun



How Can We Work Together?

We bring the news and publishing heritage of News Corp, combined with the entrepreneurial spirit of a start-up.

We'll work with your team to develop creative activations and opportunities...

Standard banner ads

Custom ad integrations

Premium sponsorship placements

Brand-tailored native content

Custom content partnerships

Interactive features

...across any and all of our product initiatives.

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Category pages

Individual Articles

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The daily Knewzletter

Custom newsletters

App Notifications

Social media

knewz

Every news story
Every angle

Draw your own conclusions



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