

## HearMeOut Commences Trading on the ASX

ASX RELEASE

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### Highlights

- HearMeOut shares debut on the ASX trading under the code “HMO”
- Successfully raised maximum subscription of A\$6.5 million
- Capital raise, led by RM Corporate Finance and Prosperion Wealth Management, significantly oversubscribed with strong support from institutional and retail investors
- Capital raised will be used to fund automotive collaborations for the HearMeOut App, the official launch of the App in the US market as well as further research and development
- HearMeOut’s advanced technology transforms how consumers engage with social media through short audio posts
- Global distribution agreement signed with global automaker Ford to integrate the HearMeOut platform into its mobile-to-car connection system, SYNC AppLink (Ford has begun promoting HearMeOut with this commercial, see: <https://www.youtube.com/watch?v=o633yU-ut6Q&feature=youtu.be> for details)

**HearMeOut (ASX: HMO)** (‘HearMeOut’ or the ‘Company’), the audio-based social media technology company, is pleased to announce that its shares have commenced trading on the Australian Securities Exchange today under the code “HMO”.

The Company successfully raised its maximum subscription of \$6.5 million at \$0.20 a share in a significantly oversubscribed fundraising led by RM Corporate Finance and Prosperion Wealth Management.

The fundraising received strong support from leading domestic and international institutional investors.

The funds raised will be used to fund media and automotive collaborations for the HearMeOut App, the official launch of the App in the US market, as well as for further R&D, general marketing and business development.

### About HearMeOut

HearMeOut is an Israeli-based company with a revolutionary audio social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to short, 42-second audio posts through the App’s native feed, or on other social networks, such as Facebook. It enables people to express their authentic voice and to put their unique signature on social media interactions. The founders of HearMeOut developed the platform so people can convey the true personality behind their profile.

HearMeOut’s future revenue model is focused on three primary revenue streams: advertising revenue from its ad network; recurring revenue through premium profiles for brands; and white label and licensing revenue for connected cars.

The Company has already secured an international distribution agreement with leading global automaker Ford Motors to include the HearMeOut App within Ford's SYNC AppLink technology (an example of Ford beginning to promote HearMeOut can be found here: <https://www.youtube.com/watch?v=o633yU-ut6Q&feature=youtu.be>).

SYNC AppLink is Ford's global mobile-to-car connection system that allows drivers to use voice commands and steering wheel buttons to control their mobile apps (see <http://www.timesofisrael.com/ford-seeks-connected-car-apps-with-a-start-up-nation-twist/> for more details).

The HearMeOut App is one of a select few apps on the Ford system. Users need to download the App to their phone and connect to the multimedia system of the car via Bluetooth. The App will then appear automatically in the "apps" section in the Ford multimedia system. The HearMeOut App will enable Ford drivers to listen to entire social feeds while driving, record vocal posts and share them on Facebook and Twitter all without taking their eyes off the road.

Following the successful capital raise, HearMeOut is well-funded to advance its partnership with Ford. The Company will also look to develop its Application Programming Interface (API) for integration into other connected car systems as well as into wearable devices. HearMeOut will also commence its global marketing campaign to rapidly scale its user base and expects to officially launch the App in the US market in early 2017.

HearMeOut is led by a high-calibre Board and management team with a proven track record for developing and commercialising innovative technologies:

- **Mr Moran Chamsi, Chief Executive Officer:** Experienced digital entrepreneur with over 12 years' experience creating digital businesses and in marketing and advertising.
- **Mr Issy Livian, Co-Founder and Executive Director:** Over 10 years' experience in global financial services and as the head of business development for a family office.
- **Mr Lior Menashe, Co-Founder and Chief Technology Officer:** 15 years' experience in programming and managing mobile and digital projects for enterprises.
- **Mr Yaki Gani, Co-Founder and Marketing Consultant:** Founder of STUFF-PARTNERS. New media entrepreneur with over 12 years' experience in massive digital productions and online strategy for worldwide brands and startups.
- **Dr Anton Uvarov, Non-Executive Director:** Significant experience as an equity analyst with extensive technical expertise.
- **Mr Howard Digby, Non-Executive Director and Chairman:** Over 25 years' experience managing technology businesses across the Asia Pacific region, including senior roles with Adobe, Gartner and IBM.

Following the ASX listing, the Company's focus will be on scaling its user base and further developing its technology to enable integrations into additional connected car technologies and preparing for the US launch of the App.

"The successful capital raise and public listing is a transformational event in our Company's history. The capital raised enables us to progress our strategy and commence the marketing of our unique audio-based technology to a significant target market," said HearMeOut Chief Executive Officer, Moran Chamsi.

“Our partnership with Ford represents our first commercial partnership and is a significant milestone for the business. The integration of our platform into Ford’s SYNC AppLink will revolutionise how drivers consume social media. Audio-content adds another dimension to existing social content and is increasingly becoming the medium of choice across social networks. We’re confident our technology can play a critical role in the shift towards voice-only content.”

In addition, the Company wishes to confirm that its first balance date will occur on 31 December 2016.

-ENDS-

Further Information:

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