



Investor Presentation
December 2016

We see the significance in
a person's voice,
as it reflects personality
through nuance, tone and
style of speaking.

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Capital Structure

OVERVIEW

ASX Code	HMO
Total shares on issue	65.7m
Options exercise price \$0.20 with a 5 year term	2m
Options exercise price \$0.30 with a 3 year term	2.5m
Share Price	\$0.19
Market Capitalisation	\$12.5m
Cash	\$6.5m
Enterprise Value	\$6.0m
Performance options exercise price \$0.20 with a 5 year term	39m
Performance options exercise price Nil with a 5 year term	4.2m

PERFORMANCE MILESTONES

Performance Milestone A

Upon the HearMeOut App being available for download in at least 3,000,000 cars not including Ford cars worldwide

Performance Milestone B

Upon the HearMeOut App acquiring at least 150,000 registered users in any continuous six month period with an overall 19% or more 90 day Retention of all users acquired in the relevant six month period with an Average User Acquisition Cost of USD\$3 or less for American and Australian users, USD\$2 or less for European users and USD\$1 or less for users in the rest of the world.

Performance Milestone B

Upon the Company's Shares achieving a volume weighted average price of \$0.80 or more over a period of 20 consecutive trading days.



Management Team and Shareholders

MANAGEMENT TEAM & BOARD



Moran Chamsi
Founder, CEO, Executive Director

B.A. in Communications and M.A in Law, with over 11 years' experience in Internet marketing. Former Head of Digital for one of the top-10 advertising agencies in Israel.



Howard Digby
Chairman

Howard is a director of Estrella Resources (ASX:ESR) and 4DS Memory Limited (4DS). He has held former senior roles at IBM, Adobe, Gartner and the Economist Group.



Issy Livian
Co-Founder, VP Business Dev, Executive Director

B.S.C in Computer Science and Mathematics, financial analyst and consultant.



Dr. Anton Uvarov
Director

Anton is a Director of Actinogen Medical (ASX:ACW). He was previously an equities analyst at Citibank.



Lior Menashe
Co-Founder, CTO

15 years' experience in programming and managing mobile and digital projects for enterprises. Graduate of Mamram, Israel Defence Forces elite tech unit, holds MBA in business management and BSC in computer science.



Yaki Gani
Co-Founder, Marketing Consultant

Founder of STUFF-PARTNERS. New media entrepreneur with over 12 years of experience in massive digital productions and online strategy for worldwide brands and startups.

TOP 10 SHAREHOLDERS

Holder name	% IC
ESOP MANAGEMENT AND TRUST SERVICE LTD <VAIZRA GROWTH LTD A/C>	11.87%
ESOP MANAGEMENT AND TRUST SERVICE LTD <MORAN CHAMSI A/C>	11.49%
ESOP MANAGEMENT AND TRUST SERVICE LTD <YITZCHAK (ISSY) LIVIAN A/C>	4.02%
TERRA CAPITAL NEW HORIZON FUND PTY LTD <TERRA CAP NEW HORIZONS A/C>	3.80%
INTERVEST HK LIMITED	3.80%
MR SEAH KEE KHOO	3.04%
CR INVESTMENTS PTY LTD	2.66%
GNAT PTY LTD <G&N INVESTMENT A/C>	2.28%
JESSICA ORIMA BROWN	2.28%
ESOP MANAGEMENT AND TRUST SERVICE LTD <LIOR MENASHE A/C>	1.87%
BLUEHAWK CAPITAL PTY LTD	1.52%
JAY-V INC	1.37%

INVESTMENT HIGHLIGHTS



Commercial deal with Ford

The company signed a distribution agreement with a worldwide vehicle manufacturer (Ford) and already works with Ford's car technology (Applink sync).



The app is already being used

App has 100,000 registered users; 1M post plays and is fully functional across iOS and Android.



High-calibre management team

Management with significant expertise and experience across technology, internet development and digital strategy.



Multiple potential revenue streams

Sources of revenue have already been identified: advertising; premium profiles and white-label licensing for connected cars.

CORPORATE OVERVIEW

HearMeOut is an Israeli based company with a revolutionary audio social media platform that transforms the way people engage with and consume social media.

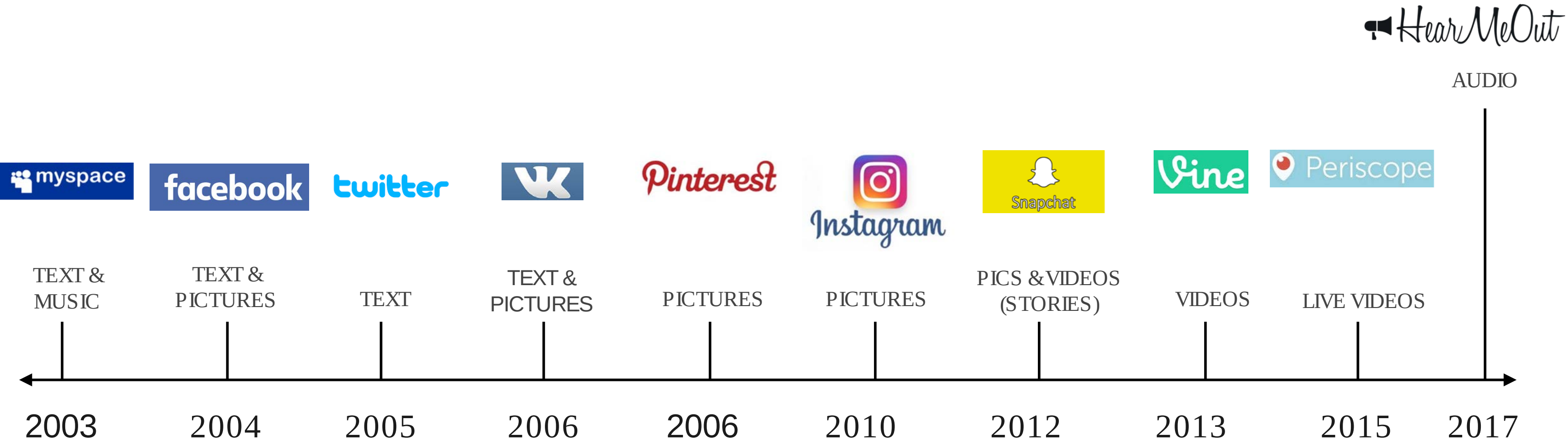
The platform enables people to express their authentic voice and put their unique signature on social media interactions.

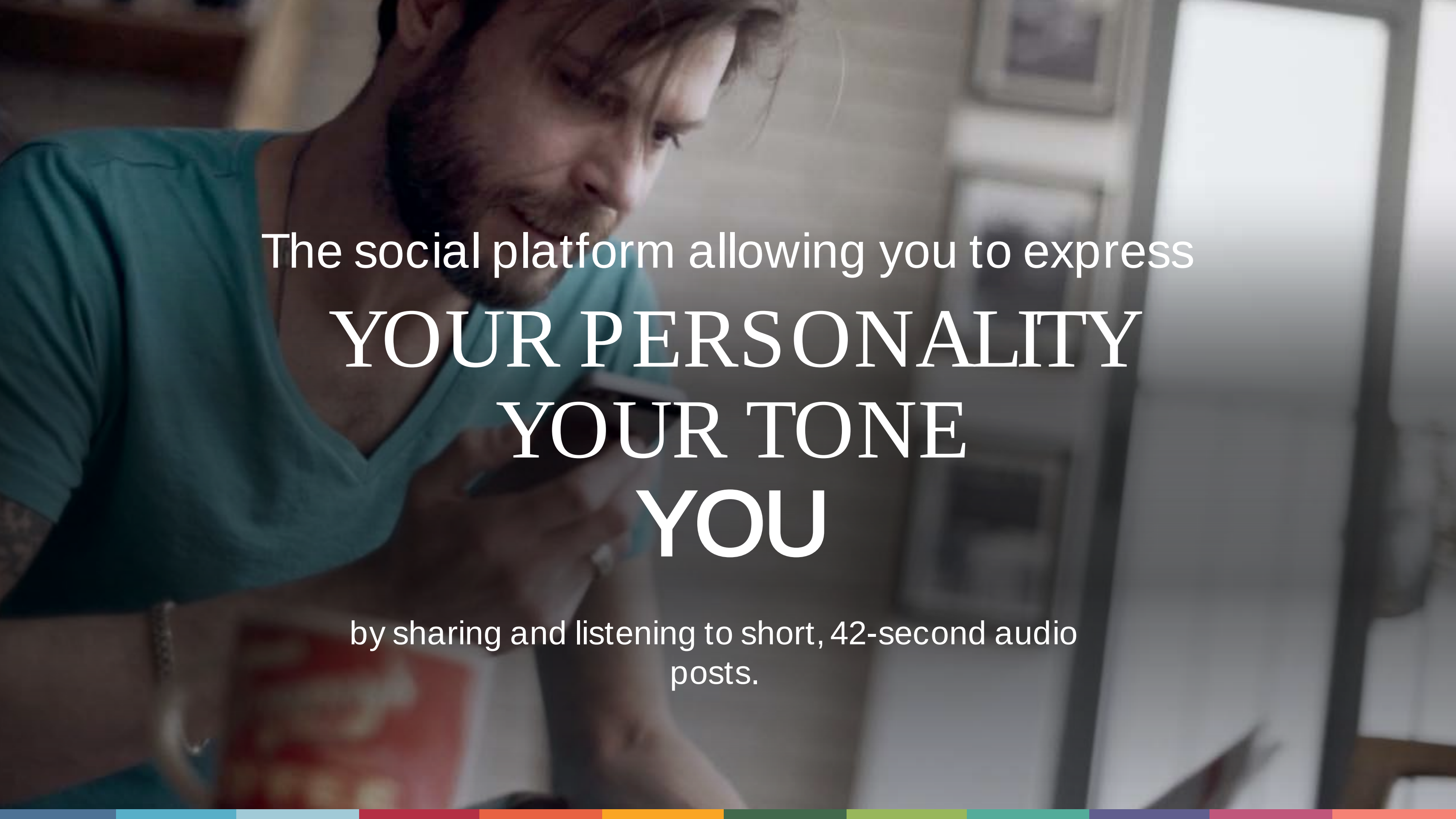


Click to play video

https://www.youtube.com/watch?v=iZ-MWWU_EQA

REVOLUTION OF SOCIAL MEDIA





The social platform allowing you to express

YOUR PERSONALITY YOUR TONE YOU

by sharing and listening to short, 42-second audio posts.

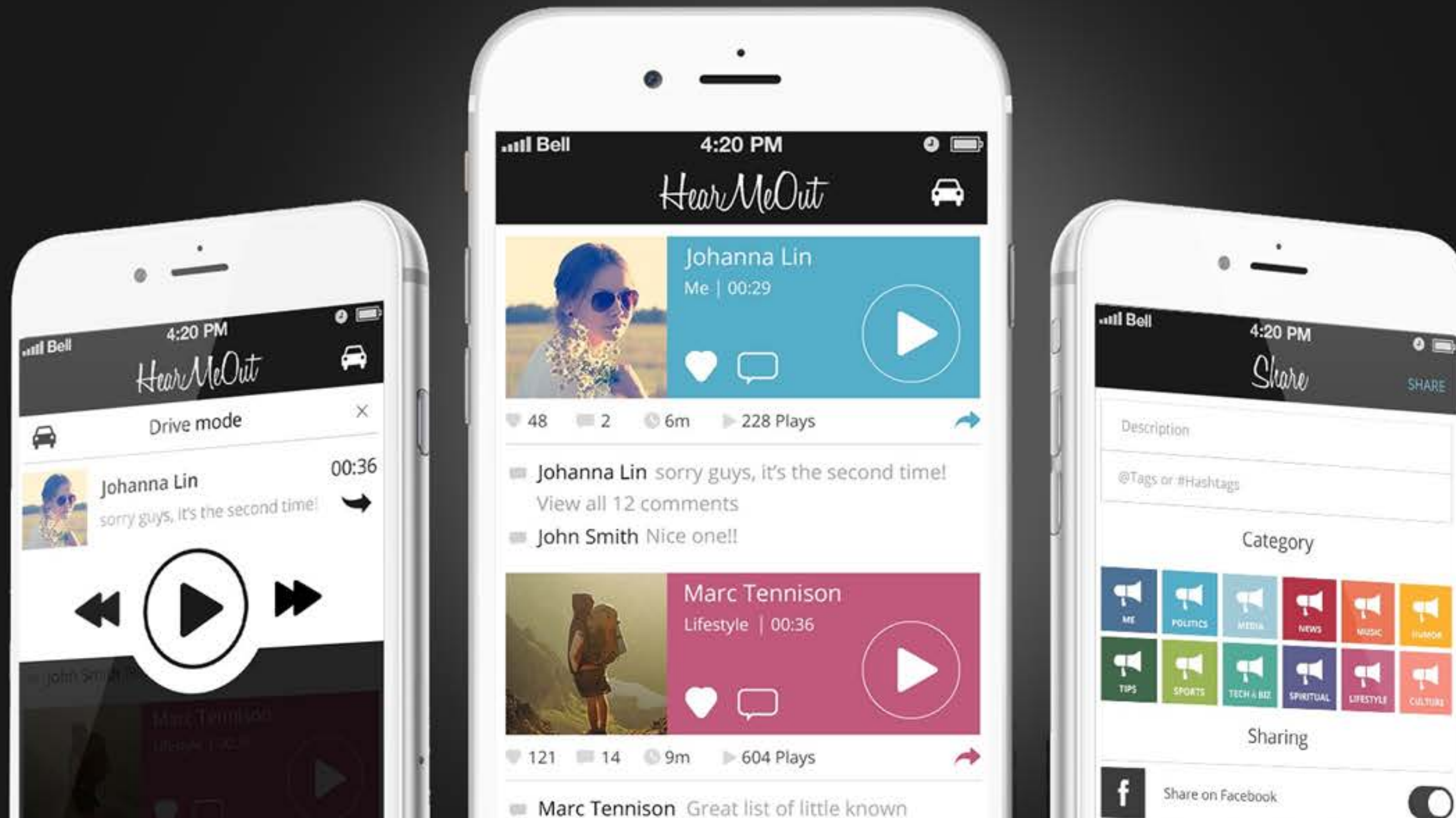


SHARE YOUR VOICE

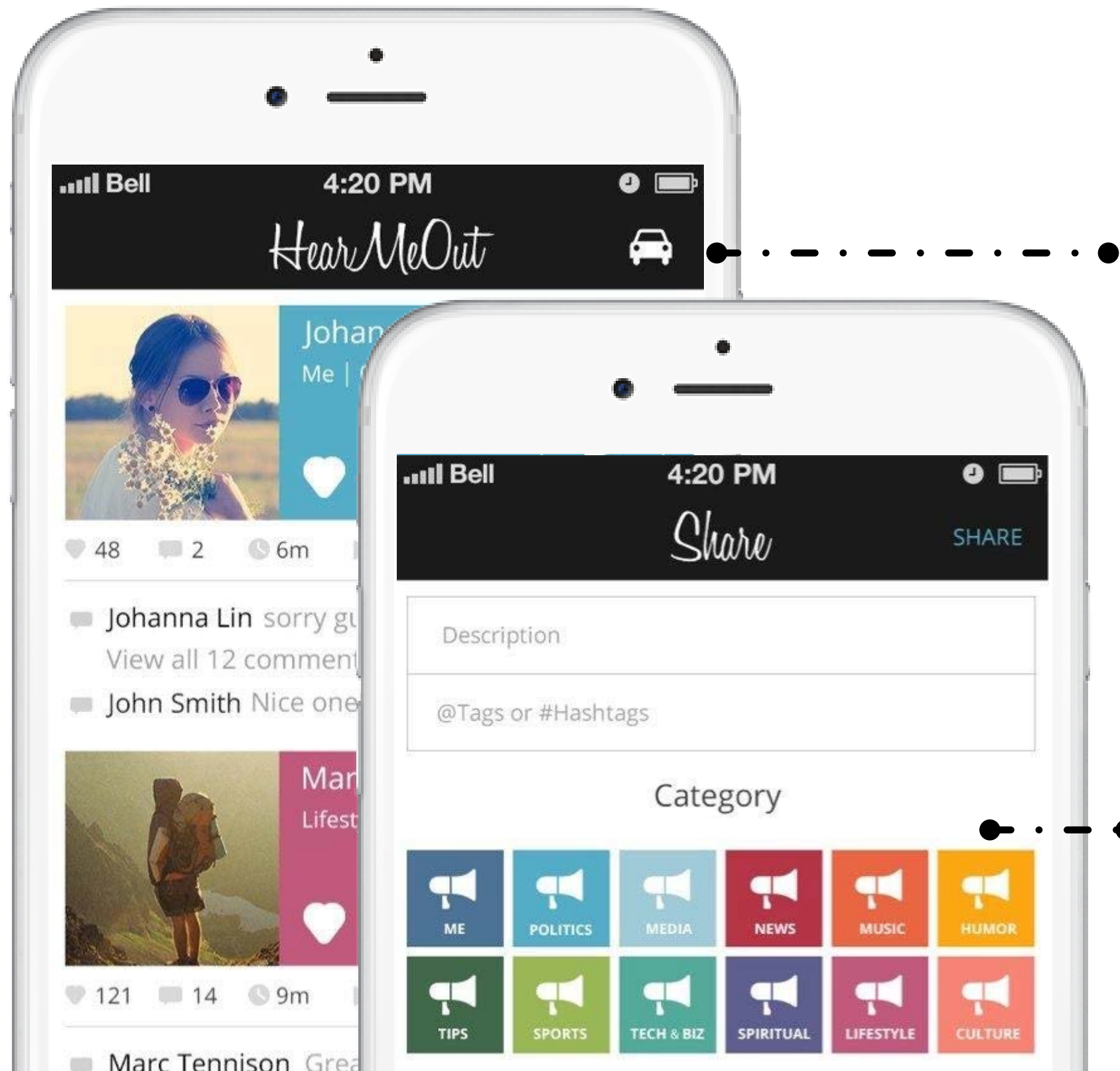


LISTEN TO YOUR SOCIAL FEED

PRODUCT OVERVIEW



THE PRODUCT



UPLOAD AND SHARE YOUR 42 SECONDS

HearMeOut is a new platform which enables users to upload and share short, up to 42 second audio posts to the app's native feed or on other social networks.

SMART FILTERING. EASY LISTENING.

Users can easily navigate throughout the feed and select the most interesting posts to listen to.

THE PRODUCT



ON THE GO

The 'Drive Mode' feature enables a different content discovery experience when the users are unable to engage with their device, while driving, working out, cooking etc.

DISCOVER

Easily discover people you may know, recommended profiles and hashtags. Discover page is connected to the users Facebook and Twitter profile and displays relevant content.

BUSINESS STRATEGY

Two important elements:



TODAY'S CONSUMER

ALWAYS CONNECTED,
SEARCHING FOR
MODERN CONVENIENCE

A close-up photograph of a person's hand resting on a car's steering wheel. The person is wearing a blue smartwatch with a metal link band. The background is blurred, showing the interior of the car and some lights outside.

CONNECTED CARS

A close-up photograph of a person's hand interacting with a smartwatch. The watch has a white band and a black face displaying the time 5:42 and some other information. The person's fingers are touching the screen of the watch.

WEARABLES

ON THE GO CONSUMPTION > CONNECTED CARS > GENERAL INFO



On average, Americans drive a total of 46 minutes a day.



It is estimated that more than 20% of vehicles sold worldwide in 2015 included embedded connectivity solutions;
and more than 50% connected either by embedded, or smartphone integration.

It is expected that every new car to be connected in multiple ways by 2025.



Ford Motors sells approx. 6 million vehicles per year.

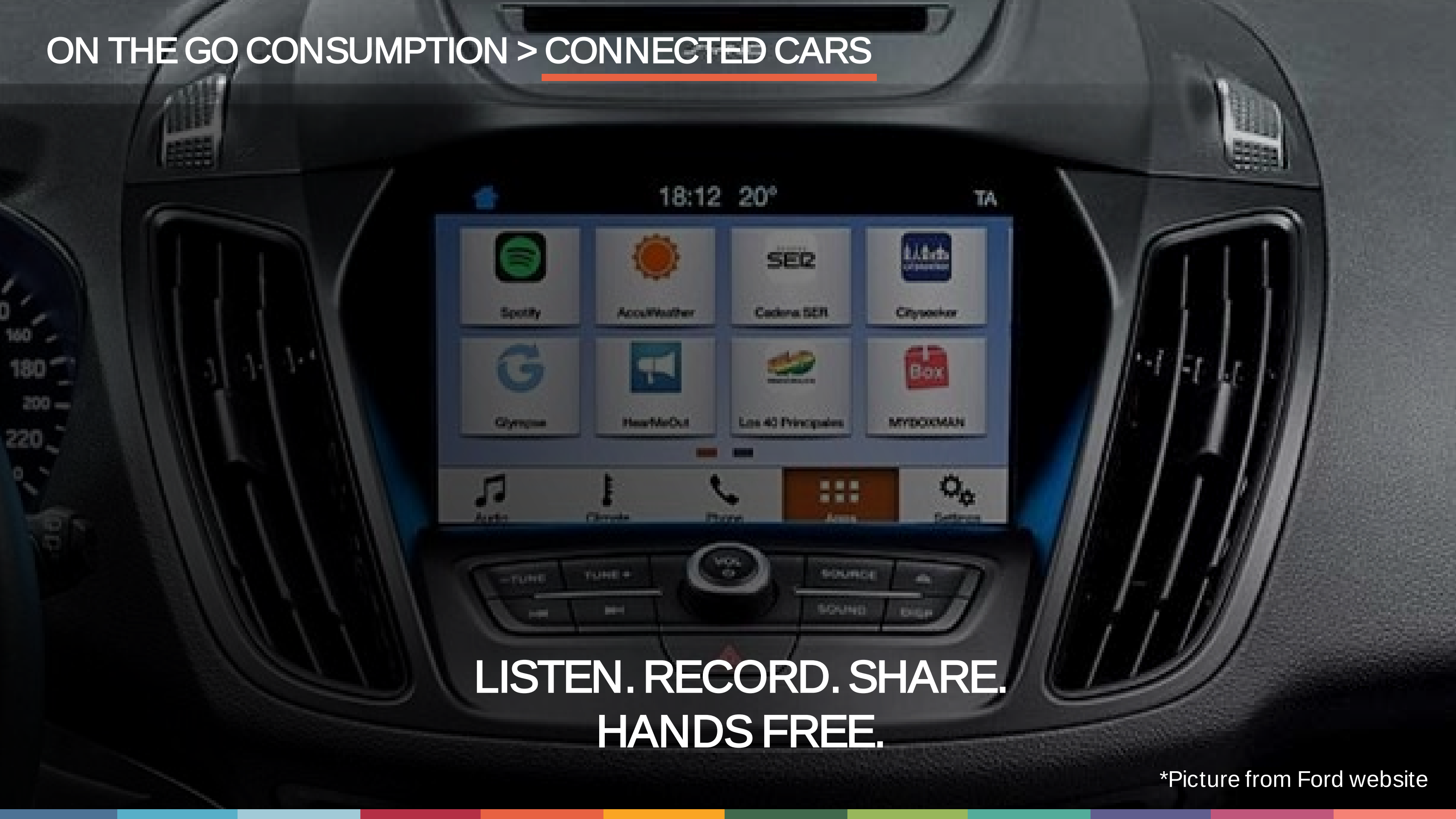
In 2014, Ford sold 1.16 million in Europe and 2.48 million in the US.



CHANGING THE WAY DRIVERS CONSUME THEIR SOCIAL FEED

Auto giant Ford has announced a distribution deal with HearMeOut - the app will be integrated with Ford's SYNC AppLink.

ON THE GO CONSUMPTION > CONNECTED CARS



LISTEN. RECORD. SHARE.
HANDS FREE.

*Picture from Ford website

ON THE GO CONSUMPTION > CONNECTED CARS > APP DRIVE MODE

DRIVE MODE

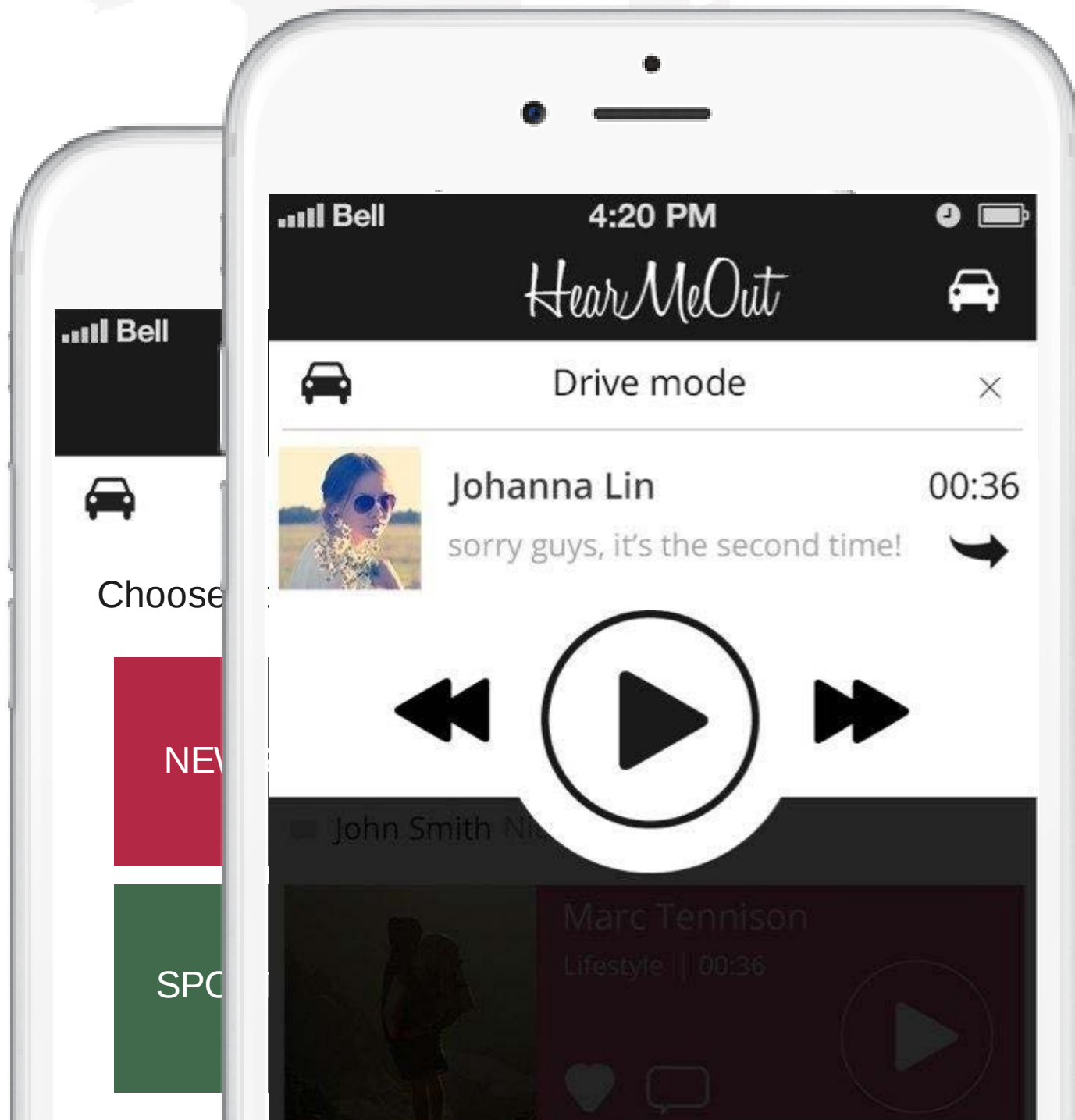
Automatically play your entire feed while driving your car.

CATEGORY PLAYLIST

Choose a stream of posts based on categories (future development).

LENGTH-BASED PLAYLIST

Choose a stream of posts based on the length of time you want to listen (future development).





Mark Robinson
View my profile

News Feed

Messages (90)

Events (3)

Photos

Friends

Applications

Games

Groups (1)

Marketplace ➔

Friend Hug ➔

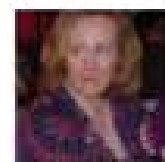
More ▾

Chat with friends

Go online

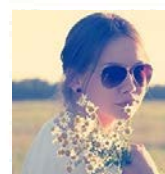
News FeedTop news · Most recent **16**

What's on your mind?



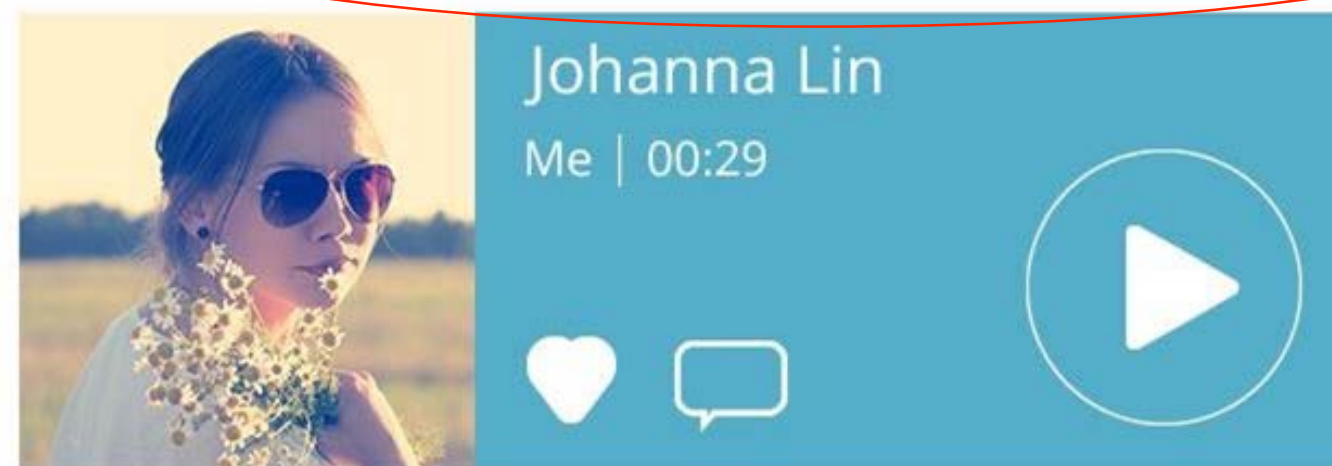
Fiona Baikie, Jackie James and Nick Procter commented on Nick Procter's status.

Yesterday at 22:08



Johanna Lin Posted from my Ford #HearMeOut #Ford #FromMyFord

4 hours ago · Comment · Like



48 2 6m 228 Plays



Sarah McDermott commented on Maddy McDermott's photo.



Christmas with the Nz fam

Requests

View all

3 event invitations

1 group invitation

1 Page suggestion

Suggestions

View all



Myriam Stobart
35 mutual friends
 Add as a friend

✕



Carol Power Gilhawley
15 mutual friends
 Add as a friend

✕

Sponsored

Best value offers online

✕



Plus free standard set-up, and £25 M&S voucher when you join Sky TV with Sky+HD online. Supercharge your HD ready TV with Sky+HD.

Like

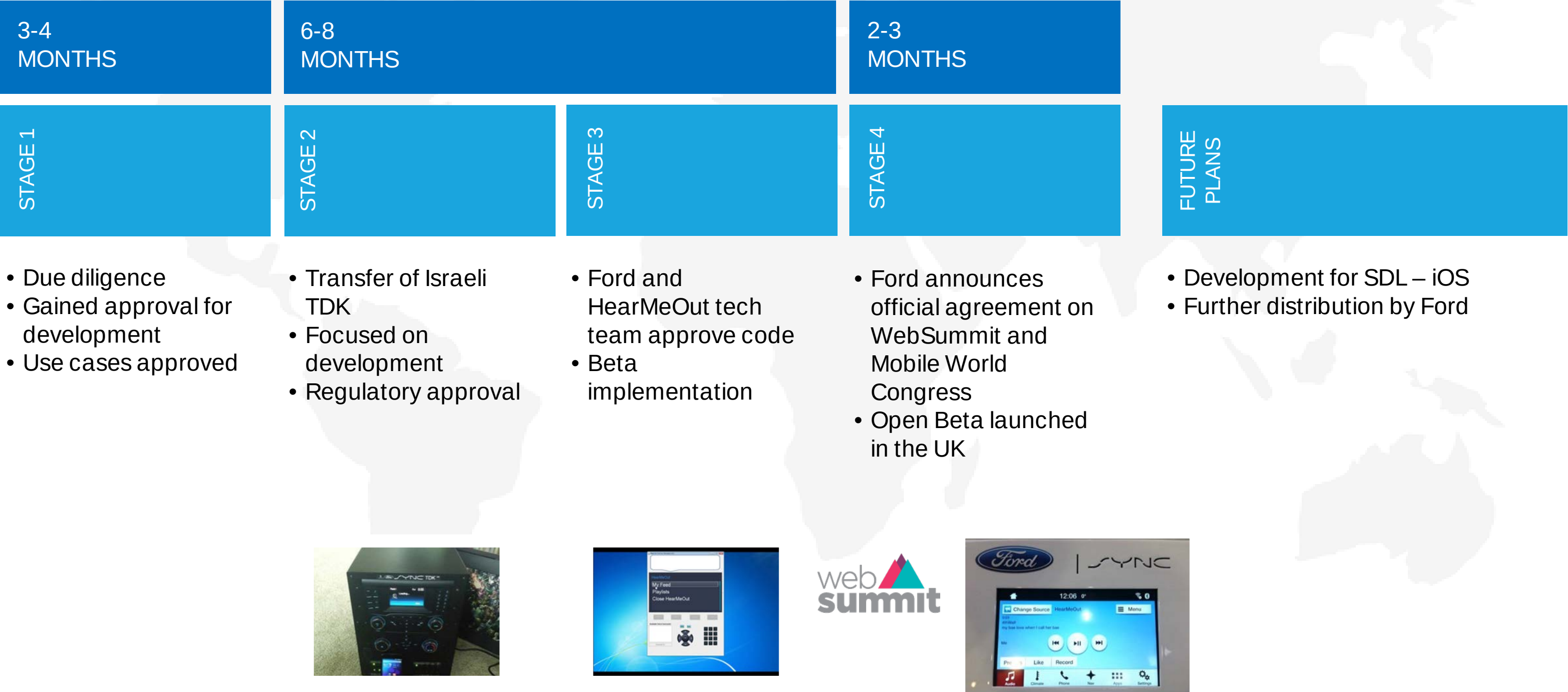
Events

View all

PRAYER VIGIL FOR JEREMY Now

Simone Mellor's birthday Today
Steve Blacker's birthday Today
Peter Francis's birthday Saturday
Prabal Ray's birthday Saturday

ON THE GO CONSUMPTION > CONNECTED CARS > FORD PROCESS



Ford SDL business cooperation progress
with strategic partners towards 2017.

≡ Forbes

Autos

JUN 8, 2015 @ 02:00 PM

1,982 VIEWS

Toyota, Ford Explore Collaboration To Bring More Apps To The Dashboard



Doug Newcomb, CONTRIBUTOR

Driving the conversation on the connected car and mobility [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

We keep hearing that cars are becomin

Toyota Chooses SmartDeviceLink Over CarPlay and Android Auto

Monday January 4, 2016 9:07 AM PST by [Joe Rossignol](#)

Toyota [announced](#) today that it has entered into an agreement with Ford and Livio to deploy SmartDeviceLink, an open source infotainment platform for in-car smartphone connectivity.

For now, this means the world's largest automaker, continues to pass over CarPlay, which has seen wider adoption in 2016, despite being listed as a committed CarPlay partner on Apple's website.





FORD - HearMeOut distribution agreement

DEAL BASICS

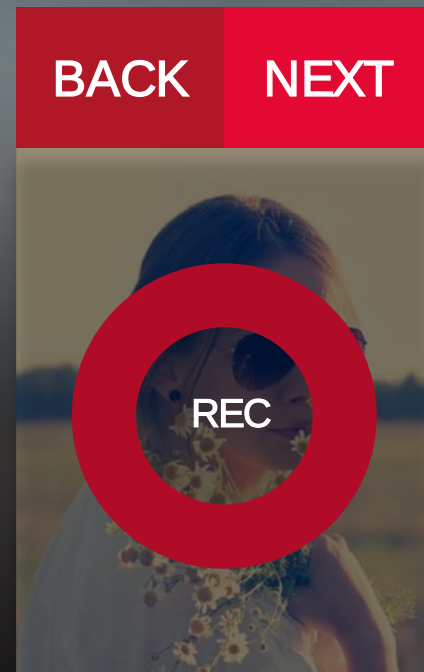
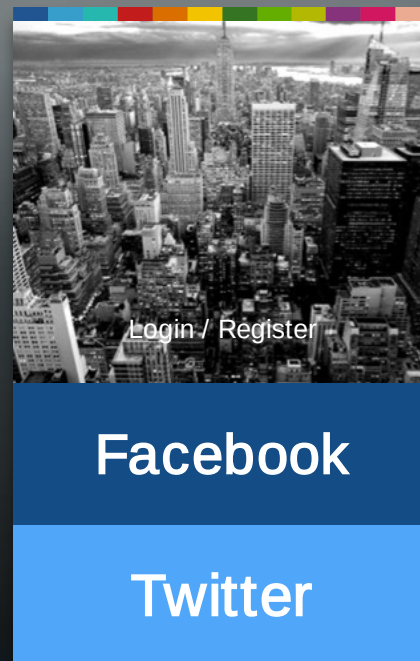
- Distribution agreement for the app worldwide (BETA is already available to download in UK and Ireland).
- Non exclusive deal.
- Continuous development assistance.

BUSINESS LEVERAGE

- Leverage the agreement to approach and connect with additional car manufacturers.
- Leading the market with a competitive advantage.
- Go to market strategy - user acquisition through the deal.

2016-17

Develop API for integration with relevant wearable devices.



TODAY'S CREATOR

TEXT
PHOTOS
VIDEO
VOICE

AUTHENTIC AND INNOVATIVE



CREATORS

INDIVIDUAL CONTENT PROVIDERS

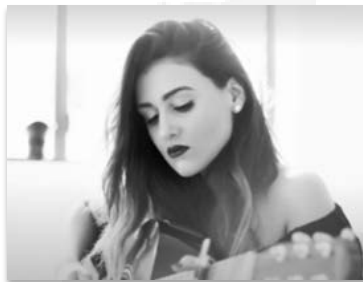
OFFICIAL CONTENT PROVIDERS



ONLINE TALENTS



COMEDIANS



MUSICIANS



NEWS CHANNELS



TV SHOWS



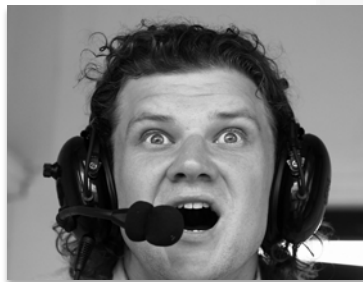
BRANDS



PODCASTERS



POLITICIANS



SPORTS ANCHORS



REPORTERS



RADIO STATIONS



DIGITAL PLATFORMS

CASE STUDY > INFLUENCERS*



10 Small influencers



11,200 Followers (61% active)



220,000 Post plays



23,487 Likes, comments, mentions



\$300 Per month for influencer

NEW USER ACQUISITION - 80 cents

Usage

32%

Monthly Active Users

19%

Weekly Active Users

7%

Daily Active Users

*case study over 5-8 months

THE ADDED VALUE FOR OFFICIAL CONTENT PROVIDERS



INCREASE USAGE



NEW AUDIENCE



INNOVATION

FUTURE REVENUE MODELS

AD NETWORK

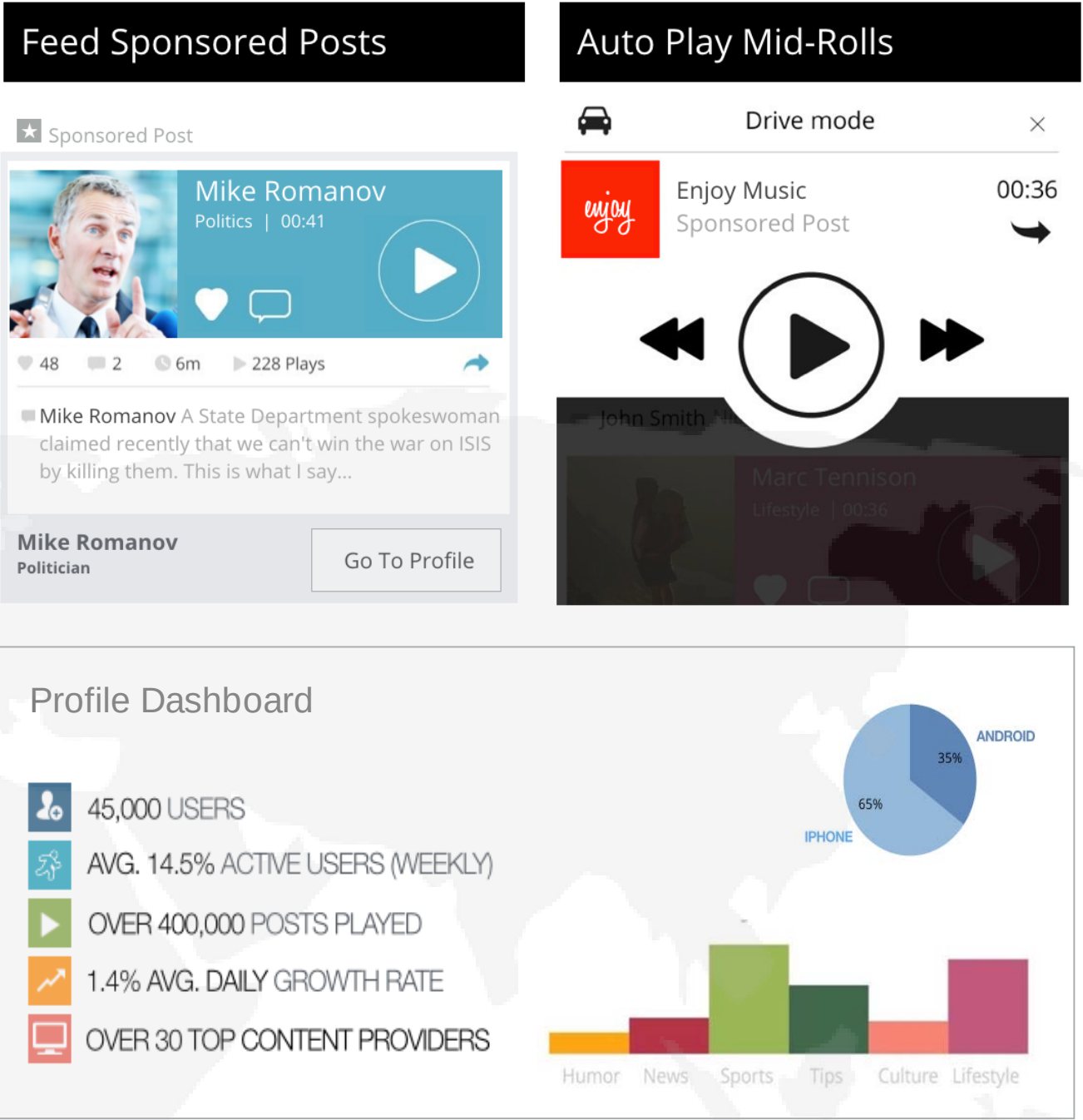
HearMeOut’s ad network will allow to promote personal posts to targeted audiences based on location/ interest or similar users. Ads will direct to inner profiles, posts or external links.

PREMIUM PROFILES

HearMeOut will offer premium profiles for brands, content providers or any company. This profile enables upgraded design, features and wide analytics on users and engagement.

WHITE LABEL AND LICENSING FOR CONNECTED CARS

Using HearMeOut approved connected car technology to create licensing and white label deals (using our technology to various connected car’s future needs).



PLANNED EXPENDITURE

2016/17:

- Progress cooperation with strategic partners
- Develop API for integration with relevant wearable devices
- Working to add worldwide content providers to share content in HearMeOut's platform
- Aiming Organic and viral growth via influencers and celebrities
- Marketing and media for official US launch
- Progress partnerships with other car manufacturers for connected cars



VALIDATION: TECHNICAL AND COMMERCIAL

TECHNICAL

Fully functional across:

iOS

Android

web services

connected cars

SDL platform

MARKET VALIDATION

100K

REGISTERED USERS

50K

POSTS UPLOADED

1M

POSTS PLAYS

COMMERCIAL

Distribution
agreement with
Ford Motors

Small influencers already
engaged in a p.o.c and
discussions with top
influencers towards launch

INVESTMENT SUMMARY



High-calibre
management team with
excellent track record



App already working:
100,000 registered users
and 1 million post plays



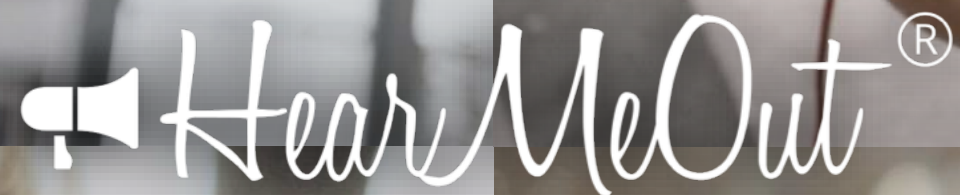
Competitive advantage
due to distribution
agreement with Ford



Multiple potential
revenue streams



Backed by leading
technology
entrepreneur



A NEW WAY TO EXPRESS YOURSELF

THANK YOU.

CONTACT:
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CHIEF EXECUTIVE OFFICER
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T: +972.52.359.0445

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