

HearMeOut releases new version ahead of official launch in the US

ASX RELEASE

13 February 2017

Highlights

- **Important upgrade to the HearMeOut app and platform**
- **Official launch planned to market HearMeOut in North America and start aggressive growth of user base**
- **Adding new sharing functions to enable viral spread of posts**
- **Expanding back end server capabilities for massive user growth**
- **Changing the look of the platform and brand**

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media technology company, is pleased to announce that it has released a new version of its platform - for both Apple iOS App Store and Google Play.

The new version includes an extensive upgrade of the platform and a number of technological and usability features in the app, with more to come in the following weeks. The enhancements are designed to capitalise on an ever changing market, one that has become more voice oriented (especially in the USA).

Earlier this year, US venture capitalist and web technology guru Mary Meeker predicted that 50 percent of web searches will be done through voice by 2020.

Meeker also predicts that as the accuracy of voice recognition improves, up from 70 per cent to 90 per cent since 2010, so too will the demand and use of voice platforms which make it more efficient and personal to communicate via technology.

New features

The new version will include expansion of server capabilities to support massive downloads and user activities, new features such as "lifespan" meaning users can select to record posts that will appear for only 24 hours (as available in the leading social network platforms, such as Instagram, Snapchat etc) and the ability to share posts to many more platforms (such as Facebook, Twitter, Whatsapp, SMS, "save to device" and more).

CEO Moran Chamsi: "The new version is the first of a series of improvements and features that will be released in 2017, it includes an entirely new look of the platform, logo and UI as a part of a rebranding process done in the last months, making the app more easy to use and more appealing to our key demographics, as we look towards the official US launch".

-ENDS-

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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 put their unique signature on social media interactions.
