

HearMeOut officially launches in the US market

ASX RELEASE

9 March 2017

Highlights

- HearMeOut officially launches innovative platform in the US after strong interest following its oversubscribed IPO and ASX listing.
- The US market represents the largest single opportunity for HearMeOut in terms of consumer and commercial opportunities.
- Company's traction with Ford SYNC AppLink and high level of consumer engagement during the Beta launch provide roadmap for US success.

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media technology company, is pleased to announce the official launch of its innovative voice-based social media platform in the US market.

HearMeOut's platform empowers users to create and consume 42-second audio clips, providing consumers, personalities and brands the opportunity to engage in a more effective and personal way. The platform is currently available for iOS and Android powered devices.

HearMeOut fills a gap in today's social media landscape, which is driven by text and images, allowing users a hands-free, eyes-free way to round out their social media experience. Driven by companies' desire to encourage safer driving, coupled with consumer demand for social media content, in October 2015 the firm announced a collaboration with Ford to include the platform in its SYNC AppLink within its vehicles, providing a social media system designed to be hands-free. Currently, the HearMeOut platform is available to download in Ford vehicles in the UK and Ireland with plans to be rolled out in additional markets in 2017.

"We think HearMeOut is particularly interesting because it gives drivers a way to access social media while keeping their eyes on the road and hands on the wheel," said Scott Lyons, business and partner development, Ford Connected Vehicle and Services EMEA.

HearMeOut has received strong interest in the US for its platform following its oversubscribed Initial Public Offer, which raised \$6.5 million, and listing on the Australian Securities Exchange in December 2016.

"The United States represents the largest single opportunity for HearMeOut in terms of consumer and commercial opportunities," said Moran Chamsi, co-founder and CEO of HearMeOut.

"Our success with the automotive industry, coupled with the consumer engagement we saw during the Beta period provides a roadmap for our success here in America."

In the coming months, HearMeOut will be announcing new features to serve the Connected Car space and enrich consumer and partnership content creation, as well as enable sharing across all social platforms.

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About HearMeOut

HearMeOut (ASX: HMO) is an Israeli-based global company that provides a revolutionary audio-based social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to 42-second audio posts through the platform's native feed or on other social networks, such as Twitter or Facebook. Through this app, people can express their authentic voice and put their unique signature on social media interactions. For more information on HearMeOut, please visit hear-me-outapp.com.