

HearMeOut joins SmartDeviceLink

ASX RELEASE

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- **HearMeOut joins Spotify, Waze and Accuweather on leading automotive infotainment platform, SmartDeviceLink (SDL).**
- **SDL is overseen by the SmartDeviceLink Consortium (SDLC), which was established by Ford Motor Company and Toyota Motor Corporation.**
- **The SDLC also includes car manufacturers and brands such as Lexus, Lincoln, Mazda, Subaru, Suzuki, Peugeot, Citroen, DS and Daihatsu.**
- **In 2016, SDL Consortium members accounted for 34% of the 17.5 million car sales in the US.**
- **Working with SDL opens HearMeOut to the industry's largest consortium of automakers looking to enrich the driving experience through connected apps.**

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media company, is pleased to announce that its app has officially joined the SmartDeviceLink platform (SDL).

Working with SDL gives HearMeOut access to the industry's largest group of automakers and equipment suppliers looking to enhance the driving experience through unique connected apps. SmartDeviceLink (SDL) is a standard set of protocols that connect apps on a smartphone to a vehicle head unit. These protocols enable consumers to interact with the apps using common in-vehicle interfaces such as a touch screen display, embedded voice recognition, steering wheel controls and vehicle knobs and buttons. (Source: www.smartdevicelink.com).

The SmartDeviceLink Consortium (SDLC) was established by Ford Motor Company and Toyota Motor Company and includes car manufacturers and brands such as Mazda, Subaru, Suzuki, Peugeot, Citroen, DS, Daihatsu and Lexus.

In 2016, SDLC members accounted for 34% of the 17.5 million car sales in the US. Several audio equipment suppliers have recently joined SDLC, in addition to major brands such as Harman, Panasonic and Pioneer, which have recently signed letters of intent to become members. The SDLC is challenging Apple CarPlay and Android Auto in the exponentially growing, global connected car market.

"Joining SDL validates HearMeOut's unique position as a significant player within the connected car space," said Moran Chamsi, CEO of HearMeOut.

“We look forward to building on our work to date with Ford and bringing in other SDLC members to empower car drivers with hands-free social content.”

Doug VanDagens, chairman of the SmartDeviceLink Consortium added:
“HearMeOut is a great fit for us because it’s a promising social audio network that is unique in that it is built to be hands-free from the ground up.”

“We are excited that HearMeOut has decided to support SDL and become a safe social component into the ecosystem we are creating.”

About HearMeOut

HearMeOut Limited (ASX: HMO) is an Israeli-based global company that provides a revolutionary voice-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 hearmeoutapp.com.

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