

Shareholder Newsletter

ASX RELEASE

5 April 2017

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media technology company, is pleased to announce that its latest shareholder newsletter is now available.

A copy of the newsletter is attached or investors can click on the following link to access the newsletter (<http://home.hearmeoutapp.com/presentations/>).

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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 hearmeoutapp.com.



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HEARMEOUT IN THE FAST LANE



Our company could not be better placed to capitalise on the major technological trends of our generation – the phenomenal success of social media and the strong global interest in connected cars.

It is only a matter of time before the two become ubiquitous and HearMeOut is perfectly positioned to ride this wave of convergence through our innovative audio social media platform. We are working on a number of important initiatives to ensure our pole position in the fledgling mobile audio social media arena.

Over the near term, our aim is to sign a major celebrity to our platform and secure more partnership agreements with global car manufacturers to add to our existing strategic partner, Ford Motor Company. We are also looking at further collaborations in the tech industry and are working towards releasing the iOS version of our software to Ford.

Furthermore, we will bolster the expertise of the HearMeOut board through new appointments with leading experts from the connected car and media industry. This is to help prepare our company for its next phase of growth.

The next several months will be a particularly exciting period for HearMeOut and I want to thank all shareholders for coming along for the ride and for their support.

Have you heard?

The US is the single largest market for HMO with 195.7 million social media users in 2016 (Source: Statistica). US venture capitalist and web technology guru Mary Meeker recently predicted that 50% of web searches will be done through voice by 2020.

As the accuracy of voice recognition improves, so too will the demand and use of voice platforms, according to Mary Meeker. There will be 250 million connected cars worldwide by 2020, enabling new in-vehicle services and automated driving capabilities (Source: Gartner).

WHY ACHIEVING THE LATEST MILESTONES GIVE HMO A STRATEGIC EDGE



Source: www.corporate.ford.com

HearMeOut aims to be the Facebook and Twitter of the audio social media world – where users can connect on a personal level with their followers through their voice anywhere they might be.

The latest set of announcements released by the Company puts it well ahead in achieving this goal.

For instance, The HearMeOut App recently joined the SmartDeviceLink (SDL) global platform providing HearMeOut access to the industry's largest group of automakers and equipment suppliers looking to enhance the driving experience through unique connected apps. The SDL platform is overseen by a consortium established by the Ford Motor Company and Toyota Motor Corporation, and includes car manufacturers and brands such as Lexus, Lincoln, Mazda, Subaru, Suzuki, Peugeot, Citroen, DS and Daihatsu.

This group represents 34% of the 17.5 million US car sales in 2016 and several audio equipment makers have also joined the consortium.

MILESTONES GIVE HMO A STRATEGIC EDGE

The SDL is a standard set of protocols that connect apps on a smartphone to a vehicle head unit, which allows consumers to interact with their apps through the in-vehicle interface.



The Company has also released a new version of its innovative platform designed to improve the consumer experience and boost the Company's user base. This includes an expansion of server capabilities to support a much larger number of downloads and user activities; new features such as Lifespan (enables users to record posts that will appear for only 24 hours) and the ability to share posts to more platforms, such as Facebook, Twitter and WhatsApp; and a new easy-to-use user interface.

The United States represents the most lucrative market for HearMeOut and the Company has made significant strides in building a strategic beachhead into that market. Earlier this month, HearMeOut officially launched its voice-based audio platform in the US market. This event paves the way for HearMeOut to market its App to both consumers and strategic partners in that key market. To better leverage on the opportunity to market itself in the US, HearMeOut has appointed leading PR firm Edelman to spearhead its promotional campaigns.

Further, HearMeOut has filed a new US patent application to protect its intellectual property and commercialisation strategy.

PWC predicts that the connected car market will hit €113bn by 2020



All figures are Cbn

Other research shows that the connected car space is set to grow strongly:

The percentage of new cars shipped with Internet connectivity will rise from 13% in 2015 to 75% in 2020. (Source: BI Intelligence)

Connected cars could account for 22% of all vehicles on the road (not just new cars) by 2020, up from 10% in 2015. (Source: McKinsey)

The total business value of connected car services is expected to reach €500 billion by 2025. (Source: Accenture)

Tom J Williams joins HMO platform



Aussie heartthrob and fresh new voice of Australian pop, Tom Jay Williams, is the latest celebrity to use the HearMeOut App! He joins the likes of singing sensation Cady Groves and Xandria, a popular German band, who are using the app to reach out to their fan base through the unique and personalized HearMeOut platform.

Tom is a 21-year-old singer/songwriter from Adelaide who came to national attention via the 2008 Australian Idol where he was the youngest ever top ten finalist.

His signature tune from Idol, Don't Want To Miss A Thing, has already been played over 150,000 times on MySpace.

Whether influenced by his natural maturity and musicianship, or the whole Idol experience, there are few performers of his age and demographic that are as dynamic and engaging as Tom.

HearMeOut not only plays to Tom's strengths but it also gives him a valuable platform to extend his reach further into the United States and provides him an additional social media channel to engage with his fans.

You can follow Tom on HearMeOut by downloading the app and clicking the follow button.