



HearMeOut appoints media industry veteran to further key influencer, celebrity user growth strategy

ASX RELEASE

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- **The Company has appointed media industry veteran Jon Housman as an Advisor, to hone strategy and position HearMeOut for its next growth phase**
- **Mr Housman has a successful 20-year track record in the media and media-technology space, including recent leadership positions at Ora Media and News Corporation.**
- **Recent celebrities that have joined the app include: Aussie heartthrob and fresh new voice of Australian pop, Tom Jay Williams as well as US singing sensation Cady Groves.**

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media company, is pleased to announce that it has appointed media industry veteran Jon Housman to its newly-formed Advisory Board. Mr. Housman will work with the Company to make significant strides forward in its strategy to expand its influencer user base and position the Company for its next phase of growth.

Having built a leading-edge platform and innovative audio user interface, HearMeOut is now looking to build on its success by attracting influencers and higher profile celebrities in key markets to help cement its position as the leading voice-based social media platform worldwide.

Recent celebrities that have joined the app include, Aussie heartthrob and fresh new voice of Australian pop, Tom Jay Williams, US singing sensation Cady Groves, and Xandria, a popular German band. These celebrities are using the app to reach out to their fan base through the unique and personalised HearMeOut platform.

Mr. Housman is expected to play an important role in this next phase and in the overall Company growth strategy. He brings 20 years' experience building companies, identifying new opportunities and driving revenue growth for businesses across the media and technology landscape.

From 2012 to 2016, Mr Housman served as Chief Executive Officer of Ora Media, the digital television network and production studio founded by television icon Larry King and noted investor Carlos Slim Helú. During his leadership Ora introduced an innovative model for hybrid production and distribution, developing franchises across both digital and linear channels, working with such networks as ESPN, HBO, Hulu, and RT, while also developing its own digital syndication network, generating in excess of 35 million views per month.

Prior to Ora, Jon worked at News Corporation, leading business units across several divisions there. Recently he has been a consultant to Time Warner, and produced a new business competition show for Viacom. He serves as an Advisor to Formula Race Promotions, a leading open-wheels racing series, and serves on the Board of media-technology startup MailStream.

"We are thrilled to have someone of Jon's calibre joining our new Advisory Board. His extensive experience in the media industry will significantly assist with our strategy of growing our key influencer and celebrity user base and our overall goal of becoming the world's premier audio social media app," said HearMeOut Chief Executive Officer, Moran Chamsi.

Mr Housman added: "I am extremely excited to be joining HearMeOut at this pivotal phase for the Company. HearMeOut's app is an innovative offering in the social media space and I look forward to helping the Company build its base of influencers and drive user engagement."

As part of his appointment, Mr Housman will be granted 657,600 options exercisable at \$0.20 and expiring four years from grant. The options will vest in the following tranches, subject to continuous service up to the applicable vesting date, as follows:

- 54,789 – three months from grant; and
- 18,267 – per month over the following 33 months.

About HearMeOut

HearMeOut (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 hear-me-outapp.com.

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