

HearMeOut appoints connected car expert to bolster growth strategy

ASX RELEASE

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- **Strengthens connected car growth strategy with the appointment of automobile app expert Scott Lyons to Advisory Board.**
- **Mr Lyons brings a wealth of technical and marketing expertise in the connected car space as he currently heads up SYNC AppLink Business Development in Europe for Ford's Connected Vehicle & Services organization.**
- **Connected car space represents a significant market opportunity: Gartner Inc., estimates there will be 250 million connected cars worldwide by 2020.**
- **HearMeOut is working to expand further in this market and expects to secure other agreements with major auto manufacturers in the short-to-medium term following its agreement with Ford.**

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media company, is pleased to announce that it has further strengthened its connected car growth strategy with the appointment of Scott Lyons to its Advisory Board.

Mr Lyons brings a wealth of technical and marketing expertise in the connected car space to the Company as he currently heads up the SYNC AppLink European Business and Partner Development initiative within the Ford Connected Vehicle and Services Organisation in Europe.

The connected car market represents a significant opportunity for HearMeOut with research firm, Gartner Inc., estimating there will be 250 million connected cars worldwide by 2020 – enabling new in-vehicle services and automated driving capabilities. Meanwhile, global professional services firm, PwC predicts that the connected car market will grow to €113bn by 2020.

HearMeOut is working to expand further in this market and expects to secure other agreements with major auto manufacturers in the short-to-medium term. This follows its successful agreement with Ford Motor Company to integrate the HearMeOut platform with Ford's mobile-to-car connection system, SYNC AppLink.

The HearMeOut App also recently joined the SmartDeviceLink (SDL) global platform providing the Company with 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 Ford and Toyota Motor Corporation and includes car manufacturers and brands such as Lexus, Lincoln, Mazda, Subaru, Suzuki, Peugeot and Citroen. .

Mr Lyons will advise on HearMeOut's overall growth strategy as he brings a wealth of knowledge, experience and contacts both in and outside the Auto industry..

In his current Ford role, he is responsible for creating awareness and initiating partnerships with the app developer/service community for Ford's in-car connectivity solution. Prior to working with Ford, he was a senior member of Motorola's Global

Market Development team that identified and managed the Company's global ecosystem.

He was also Music Director, Global Category Marketing at Motorola where he was responsible for building the Company's music strategy and developed its in-box and on-device content strategy.

Further, Mr Lyons was a new media consultant for multinational oil and gas giant, BP plc.

"Scott's experience with Ford in the connected car space and his wider experience in content marketing will be of significant benefit as we pursue additional partnerships with global car manufacturers and also continue to develop more content and applications for our innovative app," said HearMeOut Chief Executive Officer, Moran Chamsi.

Mr Lyons added: "I am extremely excited to be joining HearMeOut as I believe they are tapping into a unique market by delivering in car experiences that are desirable to the wider driving public. Its platform represents an innovative way to empower car drivers with hands-free social content and I am looking forward to helping HearMeOut expand its offering to make this solution more widely available for end consumers across the globe."

As part of his appointment, 493,200 options will be granted exercisable at \$0.30 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:

- 164,536 – three months from grant; and
- 41,083 – at the end of each subsequent quarter over the following 2 years.

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 hearmeoutapp.com.

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Further Information:

HearMeOut Limited:

Moran Chamsi
Chief Executive Officer
E: moran@hearmeoutapp.com
T: +972 52 359 0445

Media:

Harrison Polites
Media & Capital Partners
E: harrison.polites@mcpartners.com.au
T: +61 409 623 618