



HEARMEOUT®

## HearMeOut further expands activity with Ford by opening the Ford US market

ASX RELEASE

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- **HearMeOut iOS (Apple devices) and android versions for Ford have been approved by Ford to be used in their cars in Ford's biggest market, the US**
- **Enabling HearMeOut to be used in Ford vehicles in the US significantly expands the potential user base for HearMeOut in the connected car space**
- **HearMeOut will continue its efforts to open new regions worldwide with Ford**
- **Connected car space represents a significant market opportunity: Gartner Inc., estimates there will be 250 million connected cars worldwide by 2020.**
- **HearMeOut is looking to expand further in this market and is working on other agreements with major auto manufacturers following its partnership 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 by having the iOS and android version of the app approved by Ford to be used in Ford cars in the US.

Commenting on the news, HearMeOut CEO Moran Chamsi said "Having HearMeOut available in the US marketplace, which is Ford's biggest sales region, will enable the partnership with Ford to extend to additional geographical regions".

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.

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 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.

### **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](http://hearmeoutapp.com).

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Further Information:

#### **HearMeOut Limited:**

Moran Chamsi

Chief Executive Officer

E: [moran@hearmeoutapp.com](mailto:moran@hearmeoutapp.com)

T: +972 52 359 0445