

ASX Announcement
31 October 2017

HearMeOut to fast track influencer strategy – signs agreement with global entertainment firm iMAR Entertainment

Key points:

- **Fast track influencer strategy advanced by agreement with iMAR Entertainment, a premier global entertainment and sports marketing agency based in Los Angeles**
- **iMAR Entertainment is a global entertainment and sports marketing agency based in Los Angeles.**
- **Through its agreements with global celebrities, iMAR Entertainment will be responsible for:**
 - **facilitating partnerships with influencers and celebrities,**
 - **integrating HearMeOut into existing and new radio promotions,**
 - **securing regular promotional radio spots,**
 - **integrating HearMeOut into iMAR Entertainment live events, such as album release parties and/or artist performances, and**
 - **Integrating HearMeOut into other strategic activations, such as Top-40 artist music video, or other similar on- screen media.**

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a revolutionary voice-based social media platform, has signed an agreement with iMAR Entertainment, Inc that will significantly fast track the influencer strategy for its HearMeOut App.

Commenting on the agreement with iMAR Entertainment, HearMeOut Managing Director, Mr Moran Chamsi, said,

“influencers are important to the growth of the HearMeOut platform, as they create content and attract users and we believe the agreement with iMAR Entertainment will turbo charge this activity and will significantly enhance the efficiency of the activity and speed by which we roll out the next phase of our influencer campaign:”

iMAR Entertainment is a premier global entertainment and sports marketing agency based in Los Angeles. It specializes in connecting businesses with the best of these industries by means of promotions, incentives, live events, and consulting. iMAR Entertainment boasts agreements with global celebrities, promotions associated with world class events, including the Grammy's, New Year's Eve in Times Square and regularly coordinates promotions with global media.

Under the terms of the agreement with HearMeOut, iMAR Entertainment will be responsible for:

- researching and engaging with potential influencers and celebrities on behalf of HearMeOut
- facilitating partnerships between HearMeOut and identified influencers
- integrating HearMeOut into existing radio promotions, which in most cases have global reach
- securing promotional radio spots, based on HearMeOut target markets and key objectives
- integrating HearMeOut into iMAR Entertainment live events (i.e. album release parties, artist performances, etc) and other strategic activations, such as Top-40 artist music video, or other similar on- screen media.

The HearMeOut App is 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.

Of the agreement with HearMeOut, iMAR Entertainment CEO, Mr Rami Eatessami, said

"HearMeOut is a very exciting young venture that offers a platform for people to socialize and share, using their own voices, and we are extremely pleased to be associated with the Company."

"While radio continues to be a very strong medium, we're evolving into a time where users are demanding more and more personalization of content, so a personal audio feed that consists of content shared in real time by your friends and those that you follow, makes perfect sense.

"I'm confident iMAR Entertainment can assist in growing the HearMeOut brand, in part, by introducing celebrities and influencers to the network, thereby expanding the range of content for users to enjoy.

"Issy and Moran are leading a wonderful team of talented visionaries, and we couldn't be more excited to partner with them!"

The Agreement with iMAR Entertainment will be for an initial period of six months, with iMAR to receive a monthly retainer and discretionary success fees.

Ends

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 feeder 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 www.hearmeoutapp.com

Further Information:

HearMeOut Limited:

Moran Chamsi

Chief Executive Officer

E: moran@hearmeoutapp.com

David Tasker

Executive Director

david.tasker@lateral.com.au

+61 433 112 936