

ASX Announcement
12 December 2017

Australian media and technology executive David McGrath appointed to HMO Advisory Board

Key points:

- One of Australia's leading media and technology executives, Mr David McGrath, appointed to HearMeOut Advisory Board
- Mr McGrath has more than 20 years international digital experience, specialising in online audience growth and digital commercialisation across programmatic and data driven networks
- His experience includes executive leadership positions at Telstra, IMG, Yahoo!, ASE IT, and Lachlan Murdoch's Nova Entertainment Group
- Appointment of Mr McGrath complements existing Advisory Board members Jon Housman and Scott Lyons

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice-based social media platform, plans to fast track engagement with global publishers and advertising groups following the appointment of Mr David McGrath to its Advisory Board.

Mr McGrath is one of Australia's leading Media and Technology Executives, with more than 20 years international digital experience, specialising in online audience growth and digital commercialisation across programmatic and data driven networks.

He has held executive positions with some of the world's biggest media and technology companies. Previously based in New York, Mr McGrath managed global commercial operations for Finnish software group **Kiosked** across the US, Europe the Middle East, and Asia Pacific.

A digital native, Mr McGrath's experience also includes executive leadership positions at **Telstra, IMG, Yahoo!, ASE IT**, and Lachlan Murdoch's **Nova Entertainment Group**. He is the outgoing Co-Chair of the Singaporean **IAB** Data Council (South East Asia), and currently sits on the Advisory Board of Seattle based Artificial Intelligence (AI) technology group **Tersai Corporation**.

Mr McGrath is currently Chief Digital Officer at Clubs Australia, where he is leading the digital transformation across some 6,500 venues and more than 8 million memberships across Australia and New Zealand.

As a HMO Advisory Board member, Mr McGrath will assist the Company to identify and engage with global publishers and advertising groups to drive use by them of the HearMeOut platform.

Commenting on the appointment of Mr McGrath to the HMO Advisory Board, HearMeOut Executive Director, Mr David Tasker, said "Attracting someone of David's calibre to our Advisory Board is a real coup for the Company and comes at a time when we are increasing our engagement with content driven media and publishing groups."

"David has had executive leadership positions with some of Australia's leading media organisations, which gives him unique insights into how to best to engage with them in the most efficient and productive manner."

Commenting on this appointment to the HMO Advisory Board, Mr McGrath said, "On being introduced to the HearMeOut platform I instantly recognised that it was a channel leading social platform that would have immense application and benefit for global publishers and advertising groups, which I already have strong relationships with."



"I am keen to introduce the platform to my media and advertising networks globally, as I believe their engagement with, and use of, the platform will bring as much benefit to them as it will to HearMeOut."

Recently HMO confirmed it had added a key new web technology to its partners kit as a result of a significant increase in interest in the HearMeOut platform from high content publishers (media outlets, influencers, content agencies, etc).

The new web technology, post scheduling, is similar to that offered by other leading social platforms (i.e. Facebook, Twitter, etc) and allows users to record and schedule the release of posts (time and day) in advance.

For high content publishers the use of a post scheduling tool is a highly efficient way for them to manage the release and syndication of content on the HearMeOut platform.

Mr Tasker believes that with the appointment of Mr McGrath the HMO Advisory Board is perfectly aligned to, and able to assist in the delivery of, the operational objectives of the Company.

"Our key areas of operational focus are clearly identified, being connected car, celebrities and influencers and publishing and media groups, and with the addition of David to the Advisory Board we are able to have global experts in the respective areas assisting and advising us on how to deliver on our operational goals," he said.

The other members of the HMO Advisory Board, who assist HMO with the other key areas of the HMO strategy (celebrity/ influencer engagement and connected car strategy) are:

Jon Housman

Over 20 years of experience in the media and technology landscape. 2012-2016 CEO of Ora Media, the digital television network and production studio, founded by television icon Larry King and noted investor Carlos Slim.

Scott Lyons

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.

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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

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