

Ford to showcase HearMeOut at GSMA Mobile World Congress

Key points:

- **HearMeOut to be showcased by Ford Motor Company within its exhibition at GSMA Mobile World Congress, being held in Barcelona from 26 February 2018.**
- **GSMA Mobile World Congress is the world's largest gathering for the mobile industry, featuring prominent executives representing mobile operators, device manufacturers, technology providers, vendors and content owners globally.**
- **HearMeOut executives are attending the event and in addition to holding meetings with Ford, to expand the existing relationship in the US to cover other markets, will also be meeting and advancing conversations with other car manufacturers, media and brands met with recently at CES.**
- **Company expects to rapidly advance its connected car strategy in H1 2018, through expansion of current relationship with Ford (to cover new markets) and integration into the in-car entertainment platforms of other car manufacturers.**

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice-based social media platform, is pleased to advise that leading global automotive manufacture Ford Motor Company (Ford) will be showcasing the HearMeOut platform as part of its exhibition at GSMA Mobile Word Congress.

The GSMA Mobile World Congress is a combination of the world's largest exhibition for the mobile industry and a conference featuring prominent executives representing mobile operators, device manufacturers, technology providers, vendors and content owners from across the world.

The event will be held from the 26 February 2018 to 1 March 2018 in Barcelona. HMO senior executives will also attend the event, to meet with executives of Ford and those of other car manufacturers.

Advisory Board member, Scott Lyons, will also be attending the event. Mr Lyons currently heads up the SYNC AppLink European Business and Partner Development initiative within the Ford Connected Vehicle and Services Organisation in Europe.

HMO and Ford have an existing relationship (refer ASX announcement dated 15 August 2017), with Ford including the HearMeOut Platform on its SYNC® in-car entertainment technology.

Whilst this initially covered cars sold in the US, UK and Ireland, the parties are actively working to expand that relationship to cover other key markets during H1 2018.

"HMO will be using its attendance at the event, and the fact its technology and relationship is being showcased by Ford, to advance a number of discussions with other globally significant car manufacturers, a number of which also attended and met with the Company at CES," said HearMeOut co-founder and CEO, Mr Moran Chamsi.

"We believe the combination of in-depth data we gather from both platform users and the infotainment system in vehicles will enable us to have a unique and compelling value proposition for advertisers in general and especially for the automotive space," he added.

Ends

For more information on HearMeOut, please visit

www.hearmeoutapp.com

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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 feed or on other social networks, such as Twitter or Facebook. HearMeOut is widely adopted by social influencers and is quickly earning its place as a must have social tool.

Through HearMeOut, people can express their authentic voice and put their unique signature on social media interactions. For more information on HearMeOut, please visit hearmeoutapp.com.