

ASX Announcement

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*Chief Executive Officer
and Managing Director*

Mr. Yitzchac (Issy) Livian
*VP Business Development
and Executive Director*

Mr. David Tasker
Executive Director

HearMeOut expands Ford relationship – launches in India


KEY POINTS:

- HearMeOut has launched the HearMeOut platform with Ford India
- Platform will now be accessible to all Ford motor vehicles in India utilising the SYNC® in-car entertainment technology
- Launch of platform in India is an expansion of existing relationship with Ford, which enables HearMeOut platform to be use in Ford vehicles utilising SYNC® in-car entertainment technology in the USA, UK and Ireland
- Company expects to rapidly add further automotive markets in 2018

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice-based social media platform, is pleased to advise that the relationship with Ford Motor Company (Ford) has expanded into another key market, with the platform now available to Ford customers in India using the SYNC® in-car entertainment technology.

Under the Sync Application Distribution Agreement with Ford (refer ASX announcement dated 15 August 2017) HMO and Ford are working to enable the HearMeOut platform to the Ford SYNC® in-car entertainment technology of the various regions in which it operates. Already, the HearMeOut platform is enabled to be used in Ford SYNC® in-car entertainment technology in the US, UK and Ireland.

HMO believes the expansion of the Ford relationship into India is important for two reasons, it provides further reinforcement of the validation of the platform by Ford - a globally significant company in the automotive space, and secondly it provides immediate exposure to a market that has a strong engagement with social platforms and voice-based platforms.



HearMeOut has experienced strong historical engagement with the Indian market, which it expects will be expanded through the approval of its platform to Ford vehicles using the SYNC® in-car entertainment technology.

The Company has a strong influencer network in India, with influencers such as RJ Balaji, Andrea Jeremiah, and Chinmayi Sripaada, having in excess of 150,000 followers on the platform already.

Commenting on the expansion of the Ford relationship in to the Indian market, HearMeOut Co-Founder and CEO, Mr Moran Chamsi, said, “HMO continues to expand its relationship with Ford, one of the leaders in automotive and connected car innovation.”

“We expect to rapidly add our platform to additional Ford markets, which is a key element of our connected car strategy.

“The validation by Ford of our platform will also assist us to fast track discussions with additional car manufacturers looking to introduce the HearMeOut platform to their own in-car entertainment platforms,” he concluded

HearMeOut see the connected car market as key to validating the platform, attracting content publishers and platform users. It also believes it will also assist it in define its commercialisation model with advertisers.

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 website: www.hearmeoutapp.com

Further Information

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