

ASX Announcement

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BOARD:

Mr. Glenn Whiddon
*Non-Executive Director
and Chairman*

Mr. Moran Chamsi
*Chief Executive Officer
and Managing Director*

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

Mr. David Tasker
Executive Director

HearMeOut continues expansion in the US entertainment industry – signs agreement with LA based influencer agency, Whitelabel Social and widens Advisory board role in LA

KEY POINTS:


- **HearMeOut strikes partnership with Whitelabel Social, a leading influencer and social media star agency**
- **Whitelabel Social agency represents a wide range of influencers with a total social reach of over 100 million**
- **HearMeOut and Whitelabel Social will work closely together to build a strong network of influencers of all sizes, that will appeal to the existing and new users of the platform**
- **In addition, HearMeOut expands Advisory board member Jon Housman's role, authorising him to add a dedicated team to develop content and expand HearMeOut's media and influencer partnerships**
- **HearMeOut believes this activity will continue to expand the platform's user base and brand recognition**

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a revolutionary voice-based social media platform, has signed an agreement with leading social influencer agency, Whitelabel Social, to fast track the influencer strategy for its HearMeOut App.

Whitelabel Social is an influencer, musician and talent agency, that represents some of the leading names in the entertainment industry, with a total social reach of over 100 million. Whitelabel Social successfully drives awareness and brand recognition by utilising the proper talent to compliment and expand Company's demographic.

Commenting on the agreement with Whitelabel Social, HearMeOut co-founder, Mr. Issy Livian said:

"Partnering with an agency that specialises in social media influencers and music artists that appeal to the millennials, can generate great results to the continued growth of the Company's brand and user base".



Under the terms of the agreement with HearMeOut, HearMeOut and Whitelabel Social will work closely together to introduce social media influences to HearMeOut who, once approved and the terms of their association with HearMeOut are agreed, will then create an official profile on the platform to help build a strong network of influencers of all sizes, that will appeal to the existing and new users of the platform.

Of the agreement with HearMeOut, Crystal Lauderdale, CEO of Whitelabel Social said:

“HearMeOut is a compelling and unique concept, that I am sure several of our influencers and artists will find exciting. I’m confident Whitelabel Social can assist in growing the HearMeOut brand and I’m looking forward to start this exciting partnership”

The Agreement with Whitelabel Social will be for an initial period of twelve months.

In addition, HearMeOut expands Advisory board member Jon Housman’s role, by authorising a dedicated team to be added, for the purpose of developing content for the platform, and growing HearMeOut’s media and influencer partnerships in the US market, an important component of HearMeOut’s future growth.

Mr Housman plays an important role in the overall Company growth strategy. He brings 20 years’ experience building companies, identifying new opportunities and driving revenue growth for businesses across the media and technology landscape. From 2012 to 2016, Mr Housman served as Chief Executive Officer of Ora Media, the digital television network and production studio founded by television icon Larry King and noted investor Carlos Slim Helú. During his leadership Ora introduced an innovative model for hybrid production and distribution, developing franchises across both digital and linear channels, working with such networks as ESPN, HBO, Hulu, and RT, while also developing its own digital syndication network, generating in excess of 30 million views per month.

On the expansion of his role, Jon Housman said: “I’m happy to widen my role with HearMeOut. I think now is a great time for the company to expand its US activity and I believe we can build a team that will generate great content and opportunities for the platform “.

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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