

HearMeOut Files for US Patent Application

ASX RELEASE

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Highlights

- Filing for US patent application a key step in HearMeOut's IP protection strategy
- Key commercial milestone ahead of the US launch of the HearMeOut App scheduled for early 2017
- Patent application covers HearMeOut's core technology, focusing on further innovation in regards to content enhancement for the App's in-drive feature – Adaptive Driving Feed
- The in-drive market is growing strongly and represents a significant market opportunity for HearMeOut
- HearMeOut in prime position to become the industry leader in the in-drive market, being one of the select few App companies to secure a major distribution agreement with a leading global automaker
- Company has distribution agreement with Ford to include the HearMeOut App within Ford's SYNC AppLink technology

HearMeOut (ASX: HMO) ('HearMeOut' or the 'Company'), the audio-based social media technology company, is pleased to announce that it has filed for a new US patent application, an important step in its intellectual property protection strategy.

The patent application filing also represents a key milestone in the Company's commercialisation plan, ahead of the official launch of the HearMeOut App in the US market scheduled for early 2017.

The patent application, filed with the US Patent and trademark Office, covers HearMeOut's core technology. It focuses on further innovation in regards to content enhancement for the App's in-drive feature – Adaptive Driving Feed - specifically automatic playlist generation according to a driver's personal preferences, as well as smart ads.

The in-drive market is growing strongly and represents a significant market opportunity for HearMeOut.

HearMeOut is in prime position to become the industry leader in the in-drive market, being one of the select few App companies to secure a major distribution agreement with a leading global automaker.

The Company has secured a distribution agreement with auto giant Ford Motors to include the HearMeOut App within Ford's SYNC AppLink technology.

SYNC AppLink is Ford's global mobile-to-car connection system that allows drivers to use voice commands and steering wheel buttons to control their mobile apps (see <http://www.timesofisrael.com/ford-seeks-connected-car-apps-with-a-start-up-nation-twist/> for more details).

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About HearMeOut

HearMeOut is an Israeli-based company with a revolutionary audio social media platform that transforms the way people engage with and consume social media. The platform enables users to share and listen to short, 42-second audio posts through the app's native feed, or on other social networks, such as Facebook. It enables people to express their authentic voice and put their unique signature on social media interactions.