

ASX Announcement
4 December 2017

HearMeOut in partnership with legendary broadcaster Larry King

Key points:

- **Mr Larry King, one of the most accomplished broadcasters of modern time will be utilising and posting to the HearMeOut Platform**
- **Mr King is a prolific social media user, adopting new and emerging technologies in the social media space, as he did with Twitter in the 2009 challenge with Ashton Kutcher, with the two racing to get 1 million followers on Twitter.**

HearMeOut Limited (ASX: HMO) ('HearMeOut' or the 'Company'), developer of a leading voice-based social media platform, advises that legendary broadcaster and one of the most recognisable voices in media, Mr Larry King, will be posting original content on the HearMeOut platform going forward.

Mr King is widely recognised as one of the most accomplished and respected television and radio broadcasters of the modern era. He has been recognised with awards including two Peabodys, 10 Cable ACE Awards, and a lifetime achievement Emmy award.

He is most well-known for the CNN television program Larry King Live, which aired from 1985 to 2010 in the US and around the world. In recent years, he co-founded Ora TV, a pioneer in digital video streaming, and has been nominated for 3 Emmy awards for his talk shows with Ora, Larry King Now and Politicking with Larry King.

Mr King boasts more than 3M followers on Twitter and Facebook. In 2009 Larry King made global headlines when Hollywood star and tech investor Ashton Kutcher challenged him (and his employer CNN) to a popularity contest, with Kutcher and King/CNN each racing to get 1 million followers on Twitter first. This was well before today's mainstream adoption of social media (Twitter, Facebook, Instagram, HearMeOut, etc).

Mr King said, "I am both pleased and excited to be working with HearMeOut, as while I have always enjoyed the ability to 'talk' directly to my audiences through social media, I believe the HearMeOut platform will allow me to do this like never before - using my own voice."

Commenting on the agreement reached with Mr King, HearMeOut Co-Founder and CEO Moran Chamsi, said, "In addition to boasting one of the most accomplished broadcasting careers in modern times, Larry also has one of the world's most recognisable voices and we are excited to have him join the HearMeOut family."

"Larry is a proven pioneer, having produced unique and engaging content for a large range of audiences – and mediums - over his career."

Ends

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.

Terms of Engagement:

Due to the positive impact Mr King expects from his partnership with HearMeOut, the Board has agreed to issue Mr King with 150,000 options in the Company (with a conversion price of \$0.20 per option, a two year vesting period and a three year expiry). The options will be issued to Mr King subject to him attracting a predetermined minimum number of new users to the HearMeOut platform over the coming 12 months.

For more information on HearMeOut, please visit www.hearmeoutapp.com

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