

ASX Announcement

Major US Automaker to Exhibit Customised Flex product at Global Consumer Electronics Show

- Major US automaker partner to promote and showcase its customised Flex solution at the world leading Consumer Electronics Show (CES), Las Vegas in early January 2016
- CES is a renowned leading exhibition for consumer technologies reaching over 170,000 attendees from around the world
- Product launch by major US automaker partner to follow shortly after
- Over 50,000 paying subscribers anticipated within 6 months from the product launch

16 December 2015, Melbourne: Further to its announcement dated 13 November 2015, **Connexion Media Limited** (ASX:CXZ) ('Connexion') is pleased to advise that its major US automaker client will be promoting and showcasing its newly customised Flex solution at the Consumer Electronics Show (CES) in Las Vegas, USA, held from 6 to 9 January 2016.

The major US automaker will have a dedicated promotional area within the CES exhibition, from which it will showcase the customised Flex product and provide additional video and live demonstrations of the product, along with other marketing material to attendees of the Show.

In preparation for the exhibition, Connexion will provide specialised training on the customised Flex product covering its benefits and capabilities, to the US automaker staff in January 2015, as well as sales support. Furthermore, throughout CES Connexion will provide on-the-ground support for the US automaker staff to help promote and explain the new service to media and attendees.

CES is a world's leading exhibition for consumer technologies which gains significant benefit and exposure from expansive global media presence. It has become increasingly important for automakers in recent years, with the 2016 show expected to attract over 11 multinational automakers and over 170,000 attendees.

George Parthimos, CEO of Connexion Media, commented:

"We are delighted that our US automaker partner will be exhibiting and showcasing our Flex-based fleet market solution at the world's leading consumer electronics showcase, CES in the USA in early January. During CES, we expect the US automaker announce details regarding timing and commercial availability of the customised product and we look forward to providing further updates in due course."

As previously announced, following commercial launch of the customised Flex product by the US automaker, the product will be offered to the automaker's small fleet customers on a free trial basis, with subscription revenues from the free trial period being paid by the automaker to Connexion. The Company anticipates to acquire over 50,000 paying subscribers within 6 months from the product launch, based on the initial free trial offer and the size of the US automaker market share.

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Media queries:

Andrew Ramadge

Media and Capital Partners

T: +61 475 797 471

E: andrew.ramadge@mcpartners.com.au

About Connexion Media

Connexion Media specialises in developing and commercialising smart car software apps and services for internet-connected vehicles and mobile devices. It is based in Melbourne, Australia, with a sales office in Cambridge, UK.

Connexion has two core products in commercialisation, Flex and miRoamer. Flex is a highly sophisticated smart car solution that allows car fleet managers to manage an entire fleet of vehicles from a mobile phone or computer and deliver cost efficiencies through reduced maintenance costs. Flex is able to track a range of real time and historical data including vehicle locations, distance travelled, fuel consumption, battery life, engine performance and absolute and average speeds travelled. It is also able to monitor driver behaviour and instantly send notifications and alarms to vehicle owners and fleet managers.

miRoamer is a next generation internet radio product that allows users to pick up radio stations from broad geographies, including international stations. miRoamer has become the world leader in internet radio technology, delivering a superior understanding of the technical, content and marketing demands of radio manufacturers and car makers alike.