

**ASX Announcement****Connexion to offer World's First In-Vehicle Data Analytics Product via the Oracle CRM platform**

- Connexion has signed a commercial contract with computer software giant, Oracle Corporation (NASDAQ:ORCL) to offer the world's first real time in-vehicle data analytics products via the Oracle CRM platform
- Oracle will assist Connexion to sell its connected car products to Oracle's large global customer base, via its 15,000-strong sales force
- Flex and miRoamer infrastructure and data collection services will be transferred to Oracle's cloud platform, which are expected to deliver strong cost savings in excess of 70% per vehicle subscription
- Oracle partnership aligns with Connexion's strategy to grow its customer base, activate its data analytics revenue streams and deliver cost saving initiatives

18 March 2016, Melbourne: Further to the announcement dated 7 March 2016, **Connexion Media Limited** (ASX:CXZ) ("Connexion") is pleased to provide further detail to its recently signed commercial contract with NASDAQ-listed Oracle Corporation (NASDAQ:ORCL).

Oracle is a world leading provider of comprehensive and fully integrated cloud applications and platform services, with more than 420,000 customers and deployments in more than 145 countries across the globe.

**New Data Analytics Revenue Streams via Oracle CRM Platform**

Under the agreement, Connexion will work in partnership with Oracle to build and deploy a new module on Oracle's CRM Platform to analyse all real-time data collected through its miRoamer and Flex services, creating new data analytics products for Connexion.

This module will provide access to all data collected from the vehicle, including driver commute times, travel routes, vehicle maintenance information such fuel, type pressure, plus consumer behavioural such as service station preferences.

The real-time data analytics information will provide valuable insight to a number of market segments such as government agencies, road traffic authorities, insurance companies, automotive aftermarket and service industries, fuel card providers, and research companies.

The module is expected to become available as a subscription service by the end of 2016.

**Oracle's Large Sales Force to On-Sell Flex & miRoamer**

Oracle will assist Connexion to sell its leading connected car products across Oracle's large global customer base, including all Fortune 500 companies and all major automakers, via its 15,000-strong sales force.

In addition, the Oracle sales team will assist Connexion to sell subscriptions of the new telemetry data analytics products, activating Connexion's data analytics revenue streams for each service.

**Cost Savings Delivered through Oracle's Cloud Platform**

As part of the agreement, Connexion will transfer its flagship Flex and miRoamer infrastructure and data collection services across to the Oracle Cloud platform, one of the most widely used enterprise platforms in the world.

Crucially, this change is expected to deliver strong cost savings to Connexion in excess of 70% per vehicle subscription for its core infrastructure and technology expenses compared to its existing infrastructure. Cost savings will be realised once the transition is complete within six months.

**George Parthimos, CEO of Connexion Media, commented:**

*“This Oracle partnership will deliver a number of significant commercial benefits for Connexion. Firstly, it opens up a lucrative new revenue stream in the untapped in-vehicle data analytics market. Secondly, it gives Connexion access to Oracle’s 15,000-strong sales force who will on-sell our products across over 420,000 customers globally. Lastly, it delivers significant infrastructure and technology cost savings to Connexion for our ‘Software as a Service’ (SaaS) products including Flex and miRoamer.”*

**Ends**

**Media queries:**

Andrew Ramadge

Media & Capital Partners

T: +61 475 797 471

E: [andrew.ramadge@mcpartners.com.au](mailto: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. The Company is headquartered in Melbourne, Australia and currently has offices in Cambridge, Detroit, Kochi and Seattle.

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.