

ASX Announcement

Connexion signs Flex distribution agreements for Australia and Europe markets

..Agreement with KE Tech to sell Flex through Australian distribution and retail channels

..First sales already recorded through retail channels in Western Australia

..European business-to-business channels and small fleets targeted with agreement with Malta-based Lemonworx

20 July 2015, Melbourne, Australia: Connexion Media Limited (ASX: CXZ) has signed two agreements with automotive aftermarket distribution and sales companies to expand sales channels for its proprietary Flex integrated vehicle management system.

These agreements are the first Flex distribution sales agreements not with major vehicle manufacturers.

In targeting Australian retail customers Connexion has signed an agreement with specialist auto accessory distributor KE Tech to sell Flex via domestic retail channels. First retail sales have already occurred through retail outlet in Western Australia.

As a retail product Flex has been packaged as single units including the physical dongle ready to be plugged into almost any newer age vehicle. The product comes with a 12-month Flex subscription and 3G service. At the end of 12 months the consumer can opt to renew.

Connexion has also signed an agreement with Malta-based Lemonworx to distribute Flex via business-to-business channels in Europe. These are also aimed at small to medium size fleets as well as consumer markets in Europe.

Both are non-exclusive agreements and each is for three years. No minimum volume or revenue thresholds apply.

“A core objective is to expand Flex beyond major world vehicle manufacturers,” said George Parthimos, CEO of Connexion Media.

“Connexion is in discussions with other auto product retailers and wholesalers both locally and abroad. We are determined to establish several more Flex sales channels,”

In May Connexion announced a contract with a major US-based automaker to supply the Flex service as an embedded feature in new production vehicles used in small business fleets. Five European and two US automakers and aftermarket suppliers are currently trialling Flex.

Flex is a cloud-based integrated vehicle management system that allows car owners and fleet managers to control an entire fleet of vehicles from a central point. Flex collects and analyses key data from these fleet vehicles including fuel consumption, driver behaviour, vehicle location and distance travelled. The system instantly notifies the vehicle owner and/or fleet managers of a vehicle's usage through customised reporting.

CONTACT

George Parthimos
CEO & Managing Director
Connexion Media Limited
0401 616 433
george@miroamer.com

Rudi Michelson
Monsoon Communications
(03) 9620 3333
rudim@monsoon.com.au

About Connexion Media

Connexion Media Ltd (ASX: CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge UK.