



# CONNEXION

Connexion Media Limited

Corporate Presentation

28 May 2015



# Disclaimer

Connexion Media Limited (“Connexion”) is a technology company specialising in the development of services for the web-connected vehicle market.

This document contains certain forward-looking statements that involve risks and uncertainties. Although we believe that the expectations reflected in the forward-looking statements are reasonable at this time, we can give no assurance that these expectations will prove to be correct.

Given these uncertainties, readers are cautioned not to place undue reliance on any forward-looking statements. Actual results could differ materially from those anticipated in these forward-looking statements due to many important factors, risk and uncertainties, future capital needs, general economic uncertainty and other risks detailed from time to time in the Company’s announcements to the ASX.

# Our board of directors



**George Parthimos**

has over 20 years ICT experience specialising in Internet, networks, and emerging products sectors. George also leads the innovation and project deployment as the Chief Architect and is supported by a team of engineers and developers, and sales personnel.



**John Conomos**

is our Non-Executive Chairman. John was the ex-Chairman and CEO of Toyota Australia, and is one of the most respected people in the Australian automotive industry.



**Sean Habgood**

has been Non-Executive Director since the company listed in August 2014. Sean spent 20 years as CFO of Internode, which was acquired by iiNet (ASX:IIN) in 2011 for \$105 million. Sean has experience in mergers and acquisitions, and technology start-ups.



**Ashley Kelly**

is a Senior Adviser and former State Manager (Adelaide) with Bell Potter Securities, and a responsible executive for the Australian Securities Exchange. Ashley has over 20 years experience advising private and high-net worth individuals on ASX listed securities. He has held numerous board positions with ASX listed companies.



**Eric Jiang**

has developed broad expertise as a corporate consultant and advisor, is currently Executive Director of ASX listed Perpetual Resources (ASX:PEC), and has been a Non-Executive director of a number of listed companies in Australia and overseas.

# Connexion Media, what we do

*“We supply software products and services to web-connected vehicles.”*

**Connexion Media (ASX:CXZ)** is a technology company listed on the Australian Securities Exchange, specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets.

**We currently have two core product offerings:**

**miRoamer:** an Internet radio and music service with over 35,000 stations

**Flex:** a cloud based, integrated management system that gives you control over your entire fleet of cars, trucks, and other vehicles from a central control point.

## ASX: CONNEXION MARKET DATA (AS AT 27.05.2015)

Share price	\$0.22
Share on issue	84.6 million
Options on issue	84.6 million
Market Cap	\$18.6 million
52 Week High	\$0.32
52 Week Low	\$0.14

# Recent announcements



12 May

Connexion awarded major contract with USA-based multinational automaker



30 April

Connexion signs multi-year contract with major South American vehicle supplier



12 March

Flex launched at APAC 2015



3 March

miRoamer welcomes new partner PSA Peugeot Citroën



8 January

Volkswagen demonstrates miRoamer app at Consumer Electronics Show



4 December

miRoamer to be available in new Skoda Fabia



11 November

Samsung showcases miRoamer at San Francisco developers conference



8 November

Volkswagen includes miRoamer in Polo, Passat and Beetle



6 October

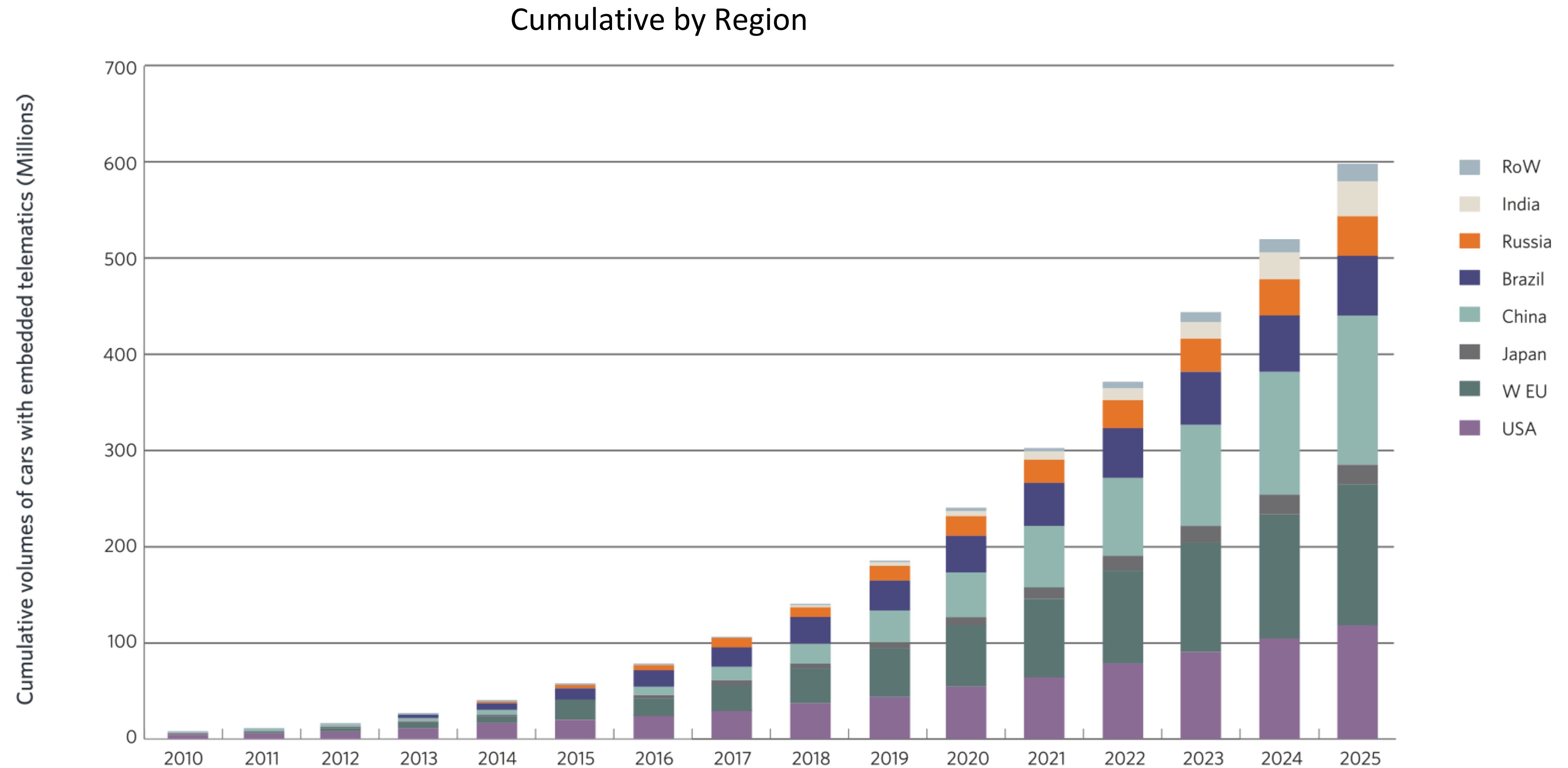
Agreement with automotive giant Continental



## Size of global market

*“The connected vehicle market is in its infancy,  
but is about to explode”*

# Growth forecast embedded telematics



Source: SBD 2012

# Connected vehicle market growth



20%

of new vehicles connected by 2015



100%

of new vehicles connected by 2025

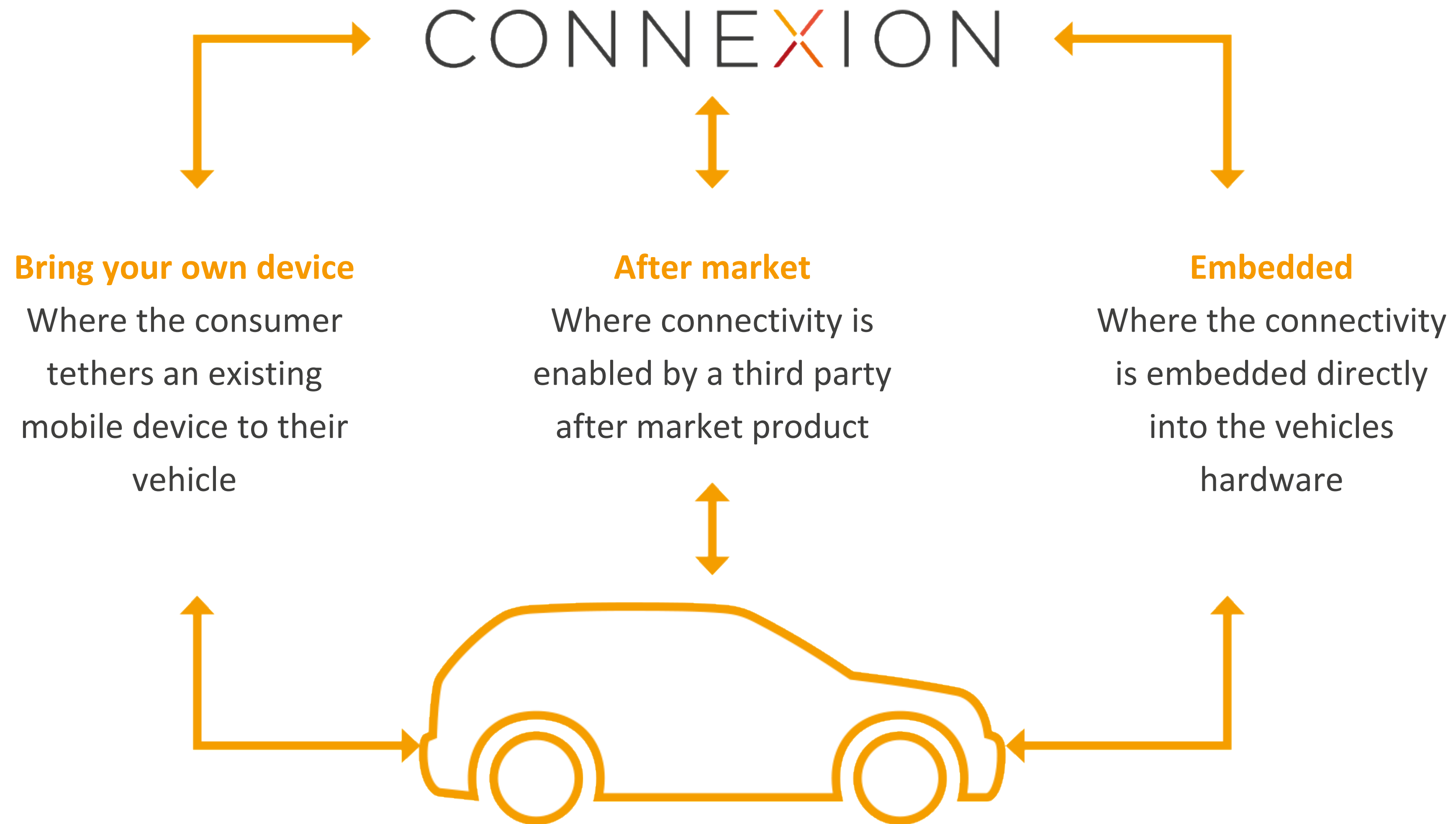
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\$35 Billion (AUD)

Value of market by 2018



# How vehicles connect

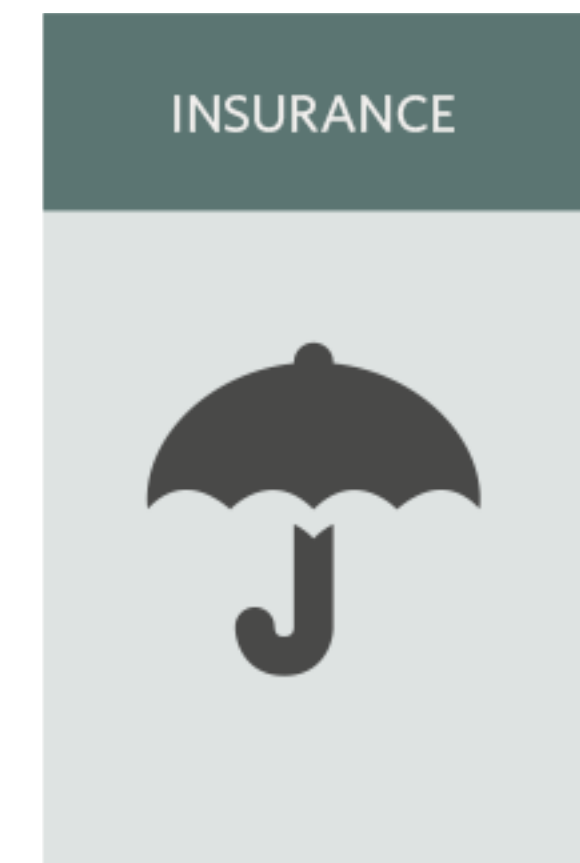
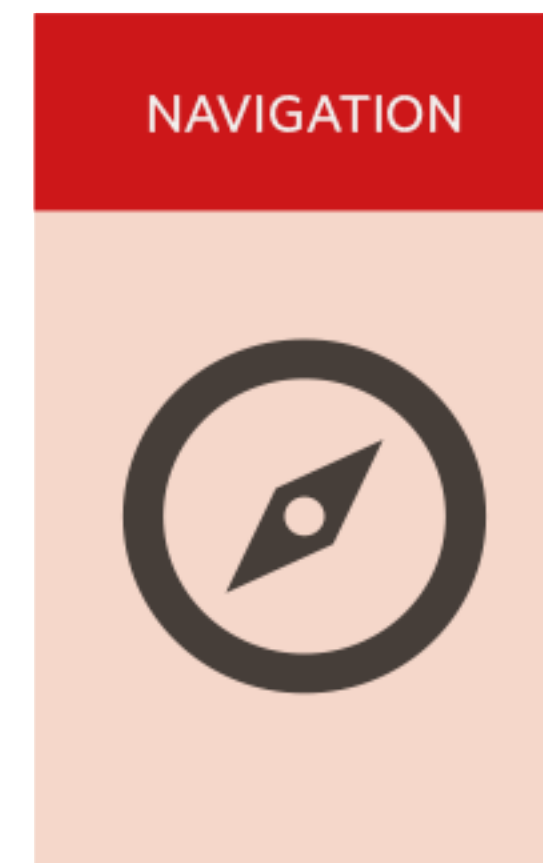


# Industry segments

CONNEXION



Connexion is active in two segments of the connected vehicle market.





## Our products

*“Connexion currently has two core products with additional developments in the pipeline”*

**FLEX**      mir**!**amer

# What is miRoamer?



miRoamer is an Internet radio and music service with over 35,000 stations

miRoamer is able to deliver its content to both embedded and “bring your own device” solutions

miRoamer delivers in both Android and iOS platforms (iOS coming soon)

miRoamer Android app was the first app in the world to be MirrorLink 1.1 certified

miRoamer currently has contracts with several major auto manufacturers which will see roll-out of their product with significant volumes from 2015 onwards

miRoamer has multiple revenue streams

- Subscription Services
- Pre-Roll Audio Advertising
- Sponsor Campaigns
- Big Data Analytics
- Licensing
- Customisation, Maintenance and Support



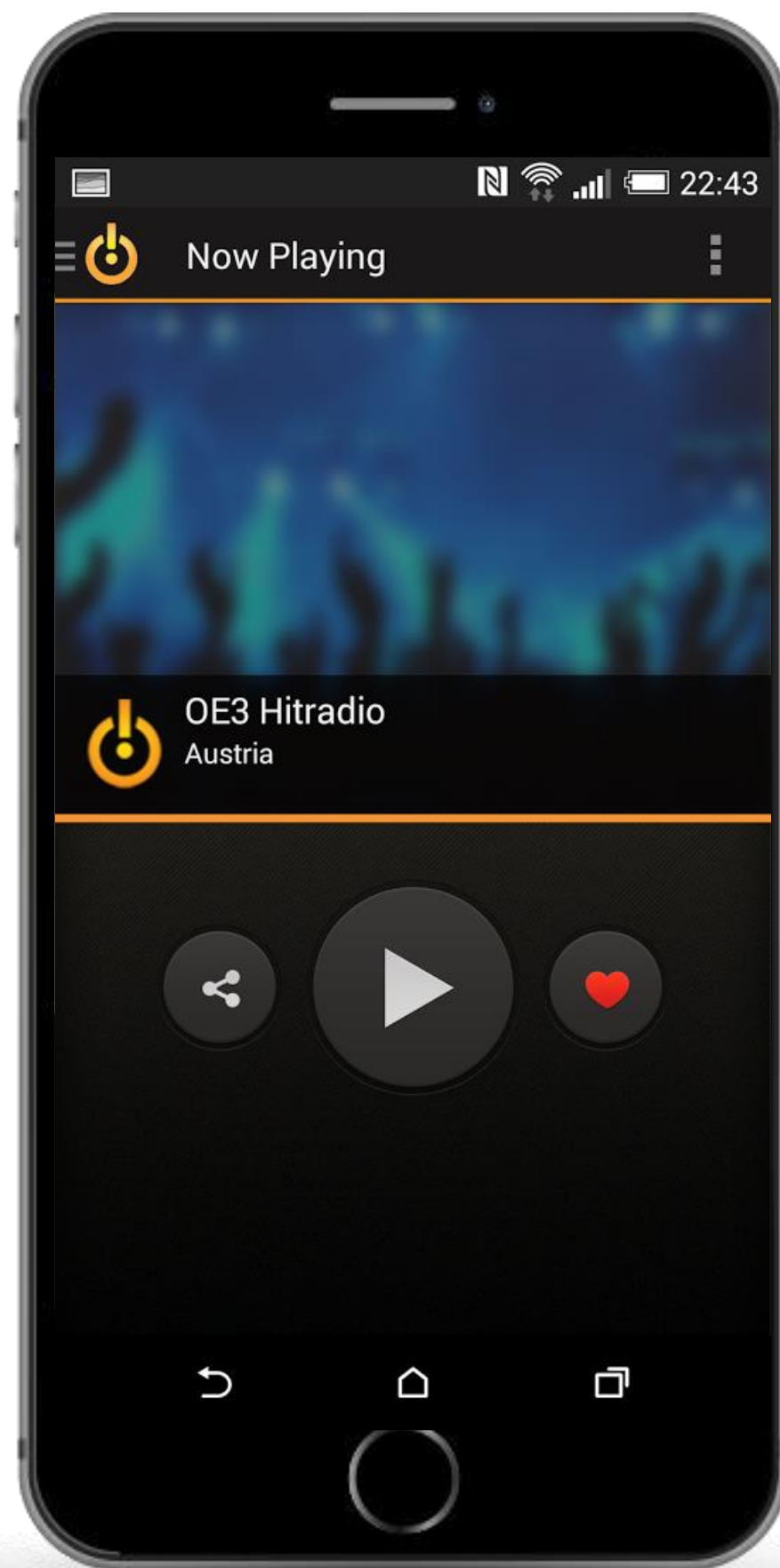
mir**o**amer

In-vehicle photo (General Motors)  
Mobile World Congress,  
Barcelona, February 2014



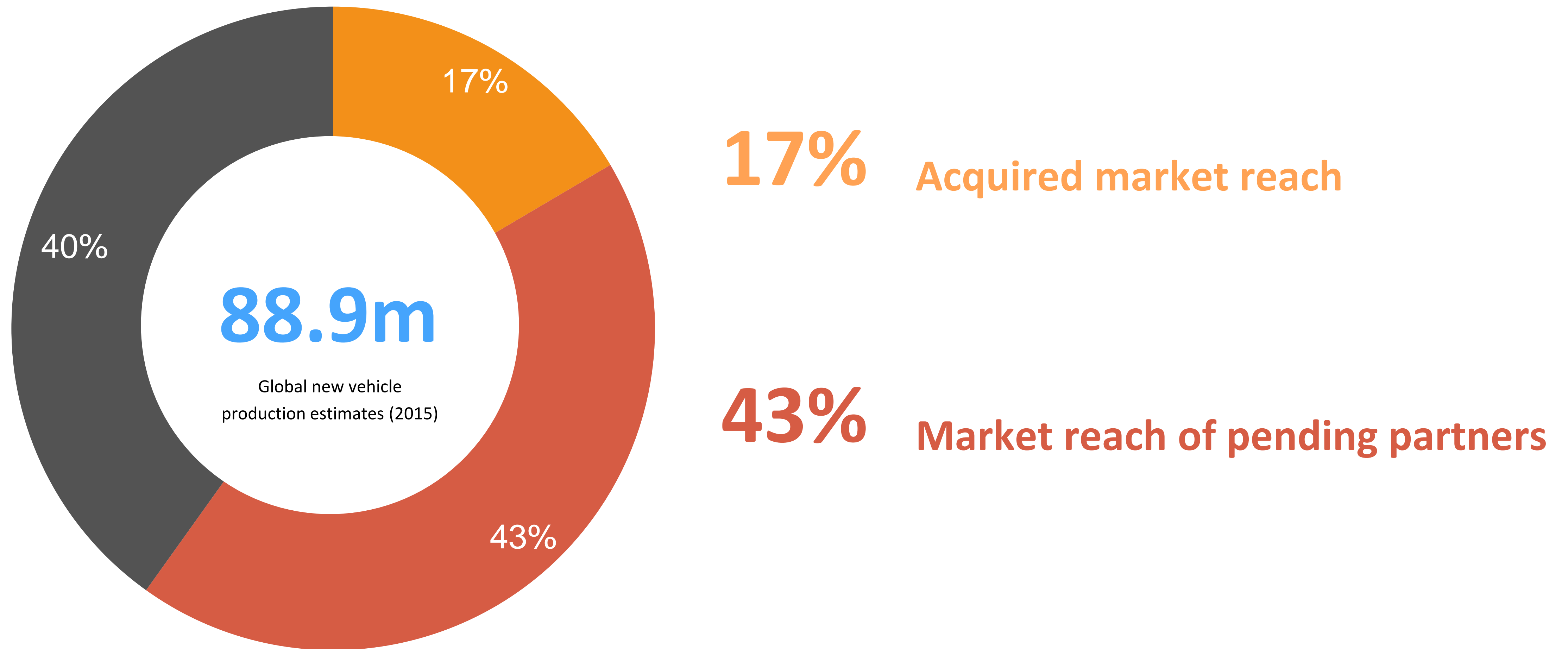


miRoamer is available on mobile, web and in-dash





# miRoamer is growing its automaker market reach



Source: IHS 2015 production estimates

**IMPORTANT NOTE:** Market reach does not guarantee vehicle model take-up or customer usage.

# What is Flex?



Flex is a cloud-based, integrated management system that gives you control over your entire fleet of cars, trucks, and other vehicles from a central control point.

Cloud-based technology & cellular mobile connectivity is used to track your entire fleet & give you information & key data access from a central control point.

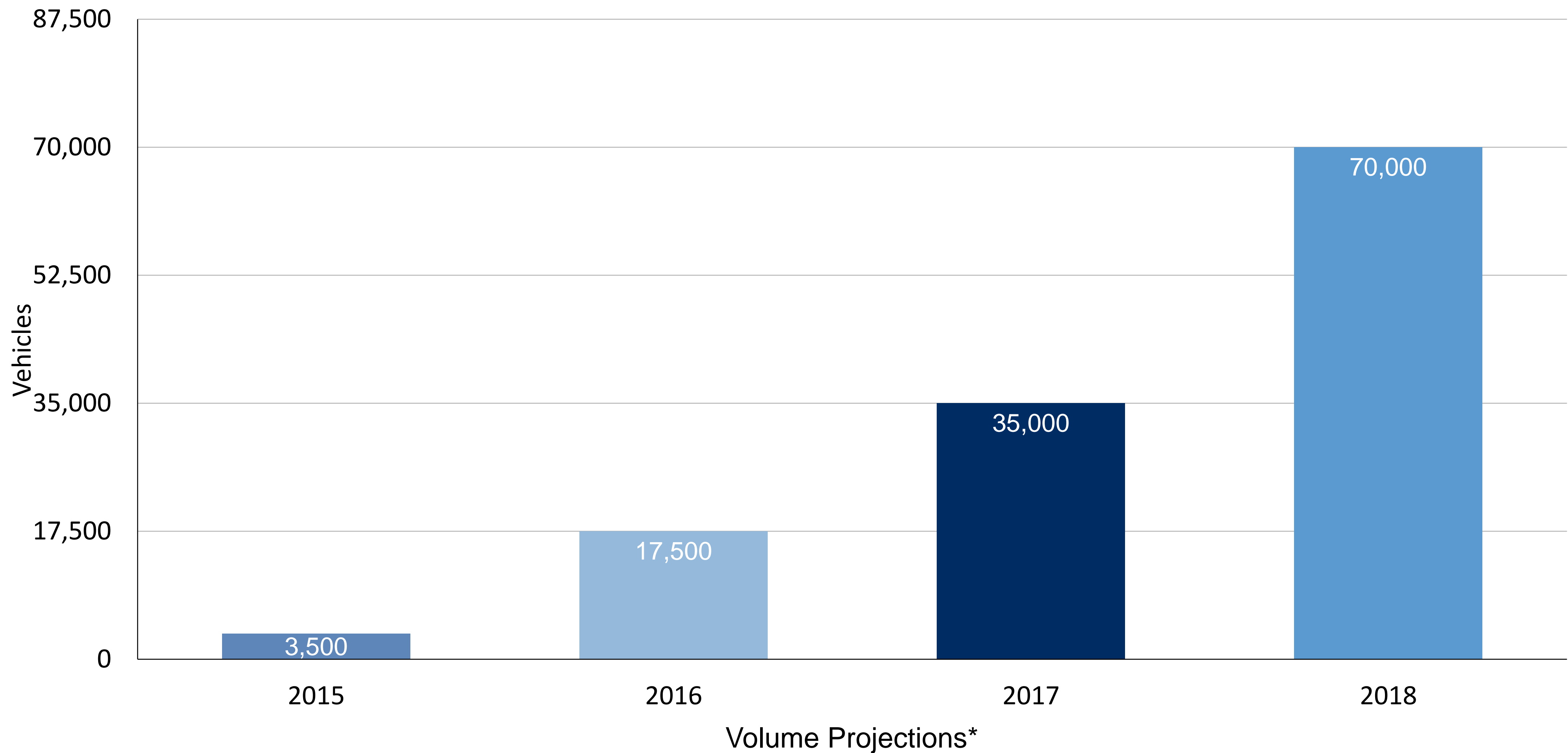
Flex is an extremely powerful system. It simultaneously tracks – in real time – all key performance indicators in your vehicles and can provide you with instant notifications.

Flex offers a live, web-based data screen, giving you real time information when and where you need it, and customized reporting to meet your specific needs.

Flex offers a fully customised solution designed to give you maximum control, productivity increases and cost savings over your entire fleet.



# Flex volume projections based on existing contracts



*\* Excludes new business opportunities*

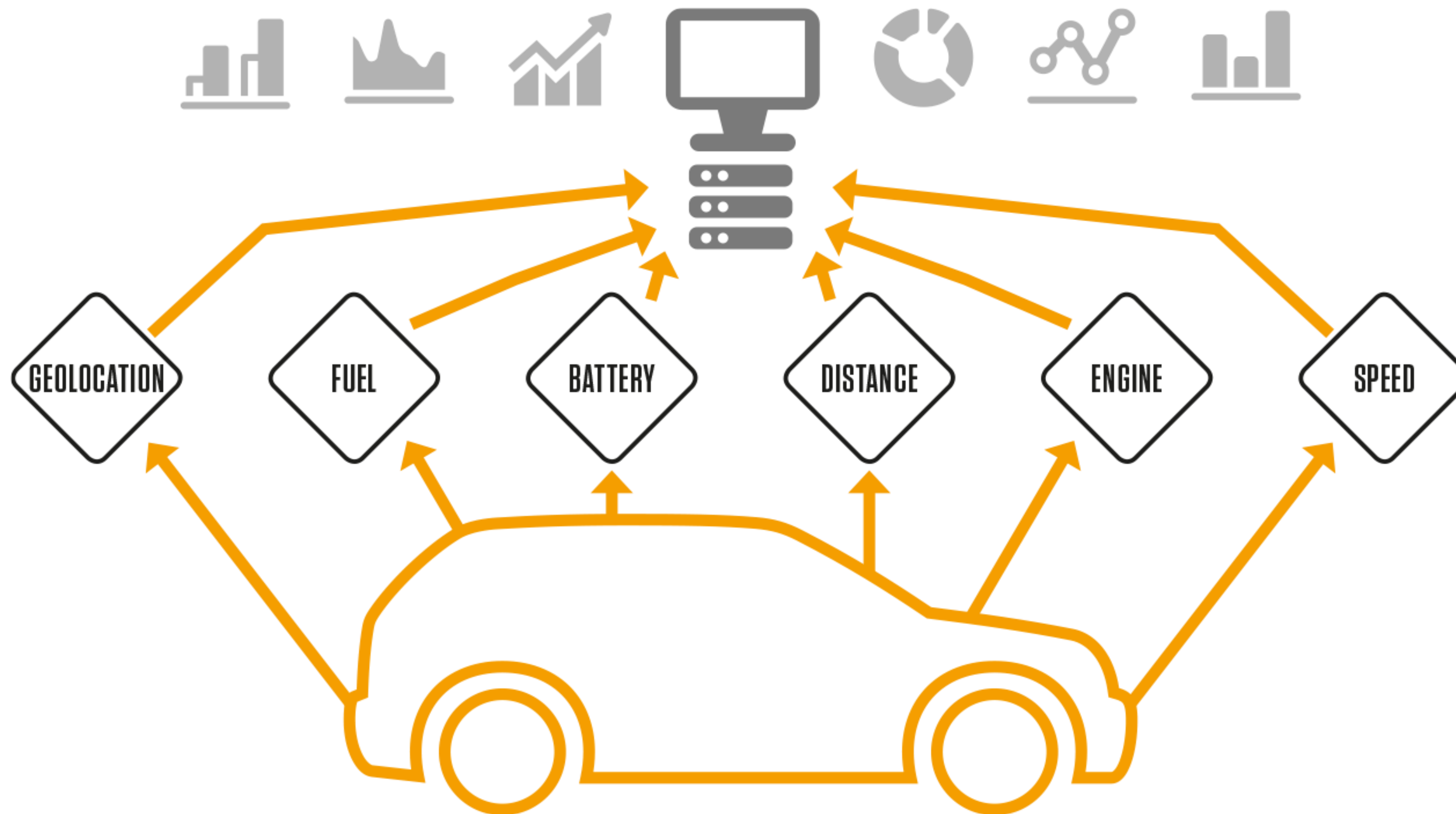
*The volume projections depicted in the table are based on:*

- volume estimates resulting from projected and anticipated take up of the Flex service with partners and affiliates*
- the number of fleet vehicles sold in the US in 2014 were in excess of 1 million*
- the US-based automaker that Connexion is customising its existing Flex service for has a market share in the range of 10-20%*

*Accordingly, the volume projections in the table assume:*

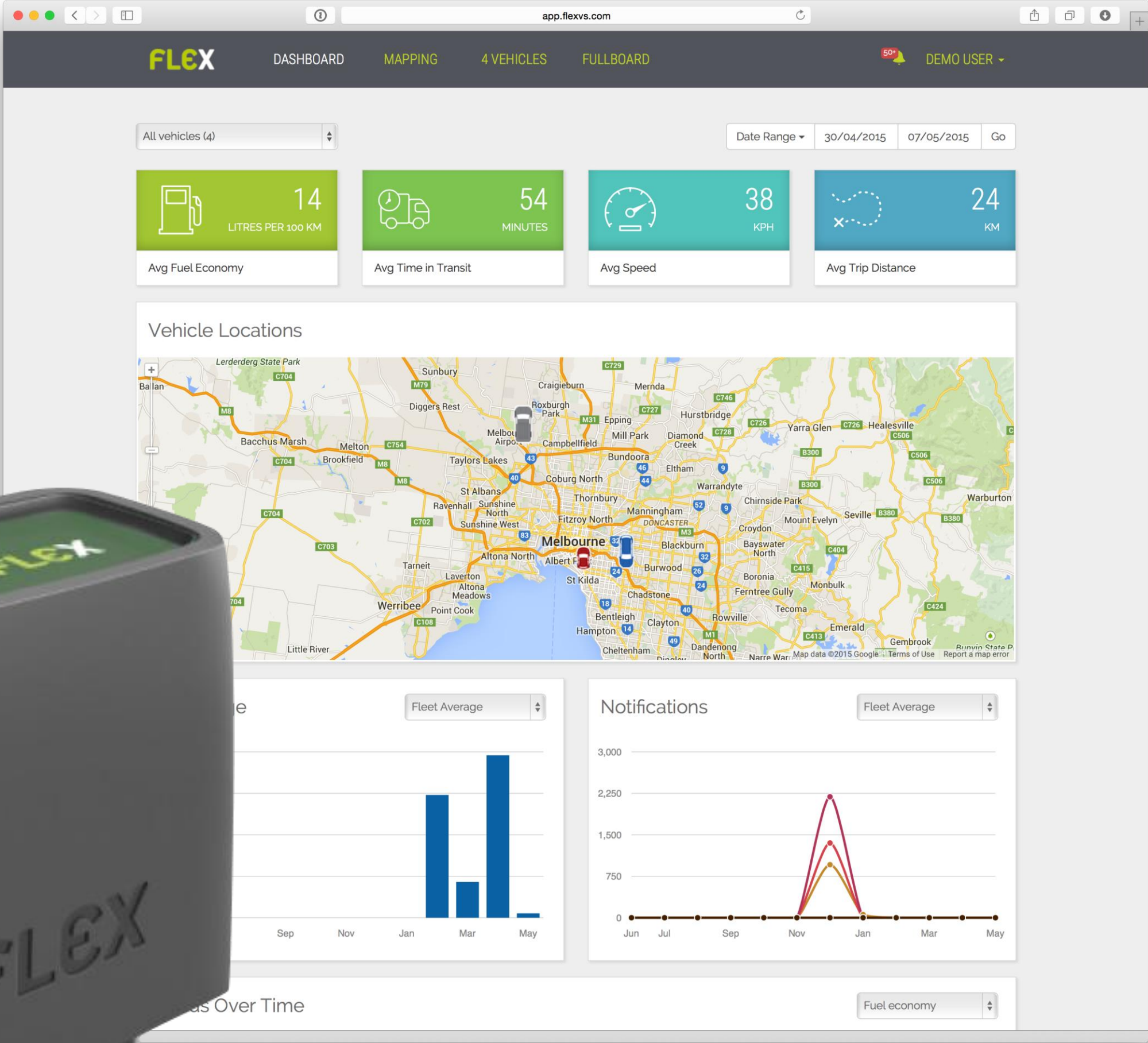
- the number of fleet vehicles sold annually equals or exceeds the number of fleet vehicles sold in the US in 2014*
- the US-based automaker's current market share does not significantly decrease*
- the projected subscription take up rate is consistently achieved*

# Flex captures and stores in-vehicle data LIVE



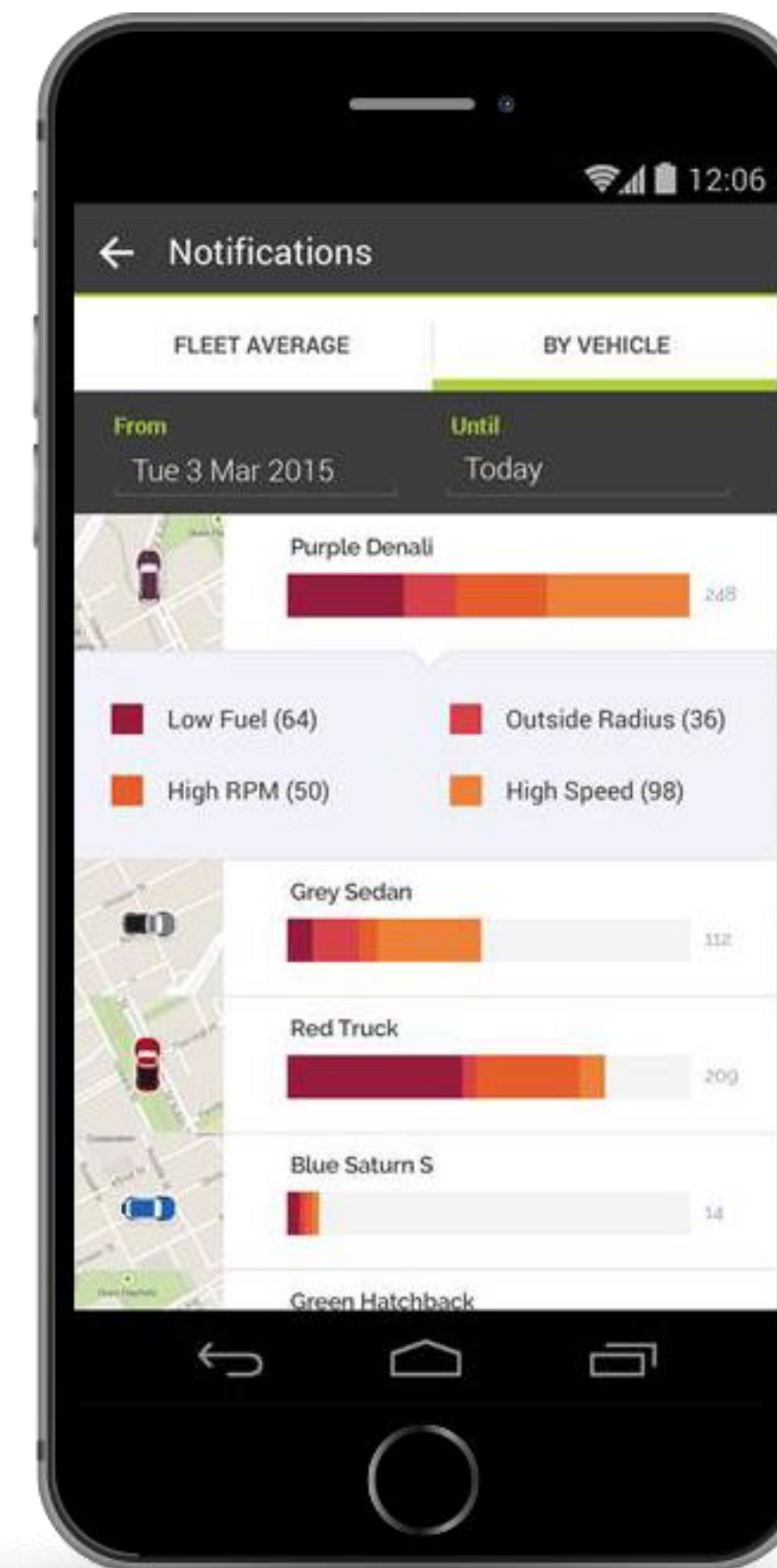
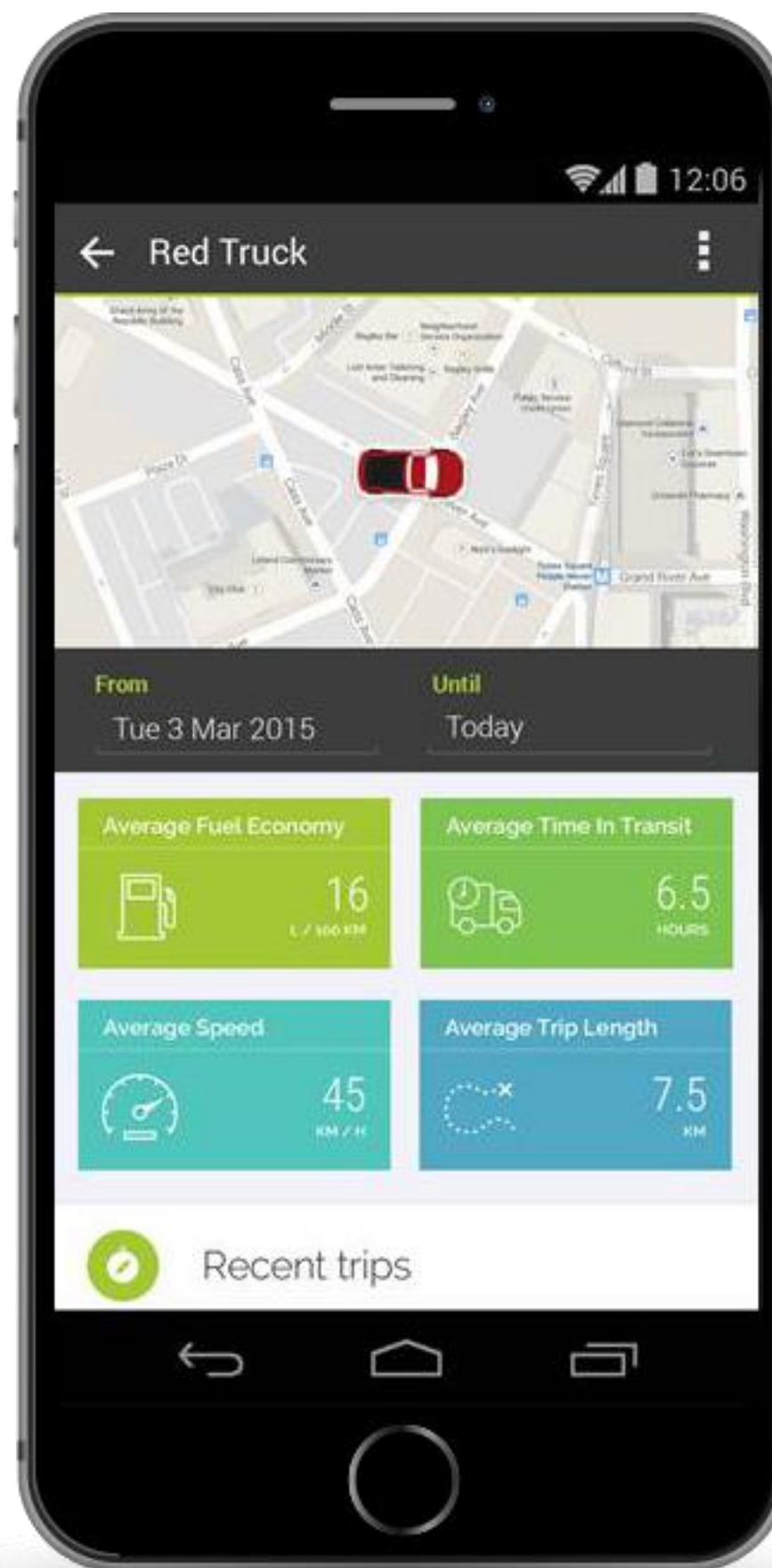


# Flex is already generating sales



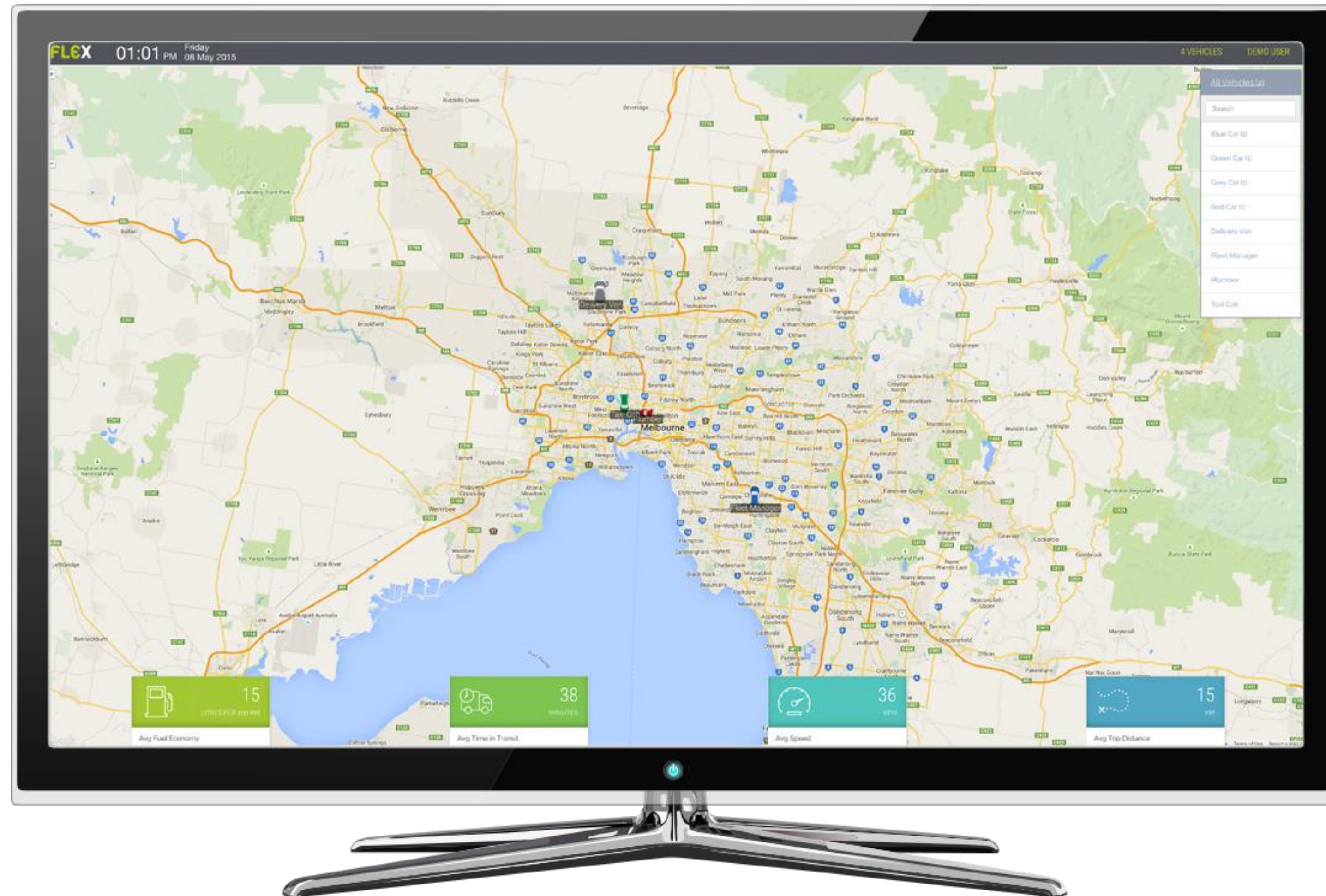


# Access anywhere, anytime, via mobile or web





# View the Flex dashboard on your large screen TV





# Flex pricing model

Flex can be sold direct or through our existing channel partners and affiliates

**\$29.99**

per vehicle per month

**12 MONTH CONTRACT**

**\$24.99**

per vehicle per month

**24 MONTH CONTRACT**

**\$19.99**

per vehicle per month

**36 MONTH CONTRACT**

## **ALL CONTRACTS INCLUDE**

FLEX HARDWARE DEVICE

CELLULAR DATA FEES

ACCESS TO WEB ADMINISTRATION PORTAL

ACCESS TO MOBILE APP (iOS & ANDROID)

BUILT IN REPORTING

SERVICE MAINTENANCE AND SUPPORT

*Wholesale pricing available for larger OEMs*

# Flex marketing strategy





## Corporate sales and growth strategy

*“Connexion has been cultivating the world’s major automakers for many years with its miRoamer radio and music service. It is using these established channels to promote and sell Flex, as well as any new services in the pipeline”*

# Connexion growth strategy

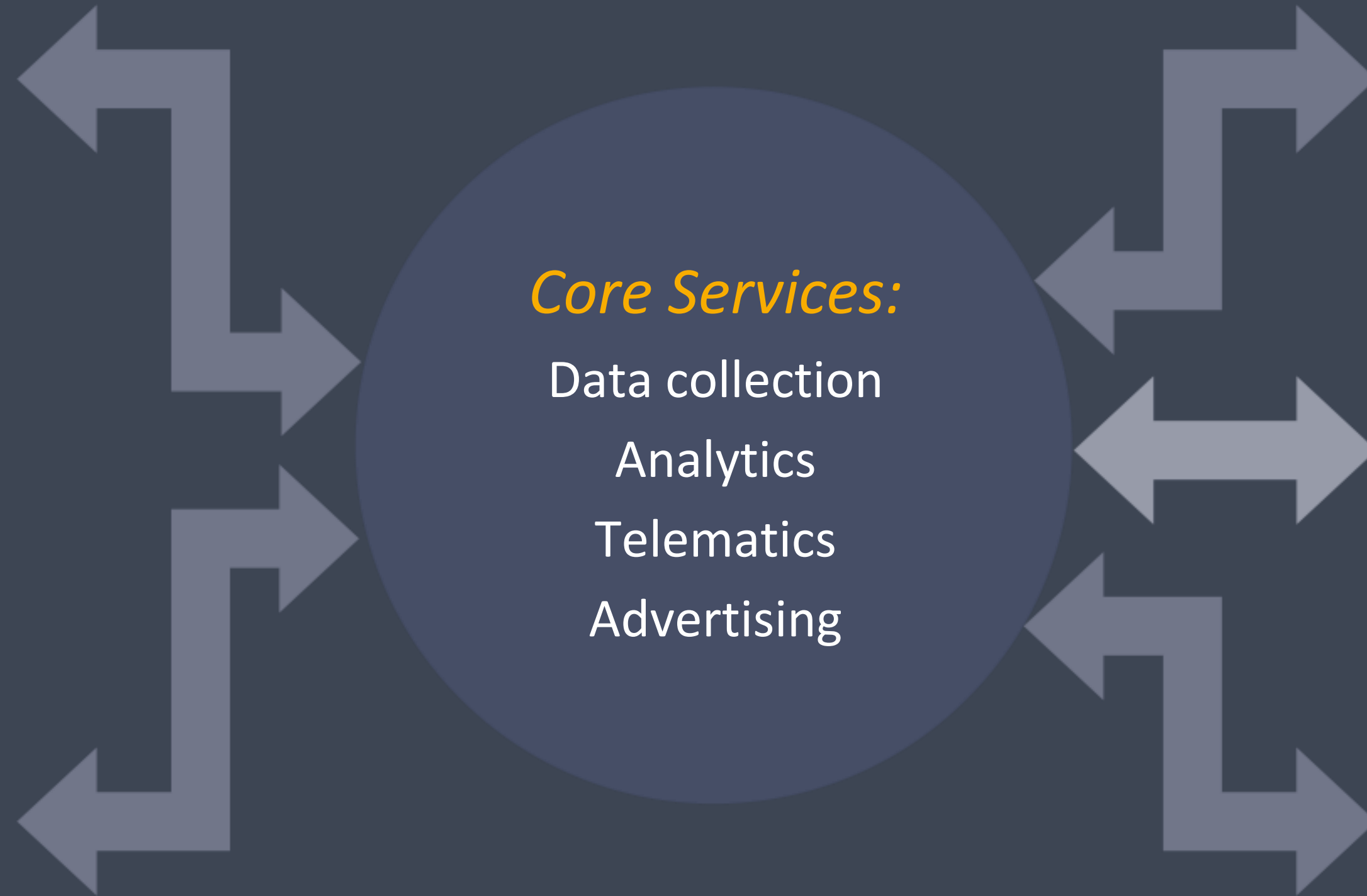
*Existing Products:*



*Core Services:*

Data collection  
Analytics  
Telematics  
Advertising

*New Products:*



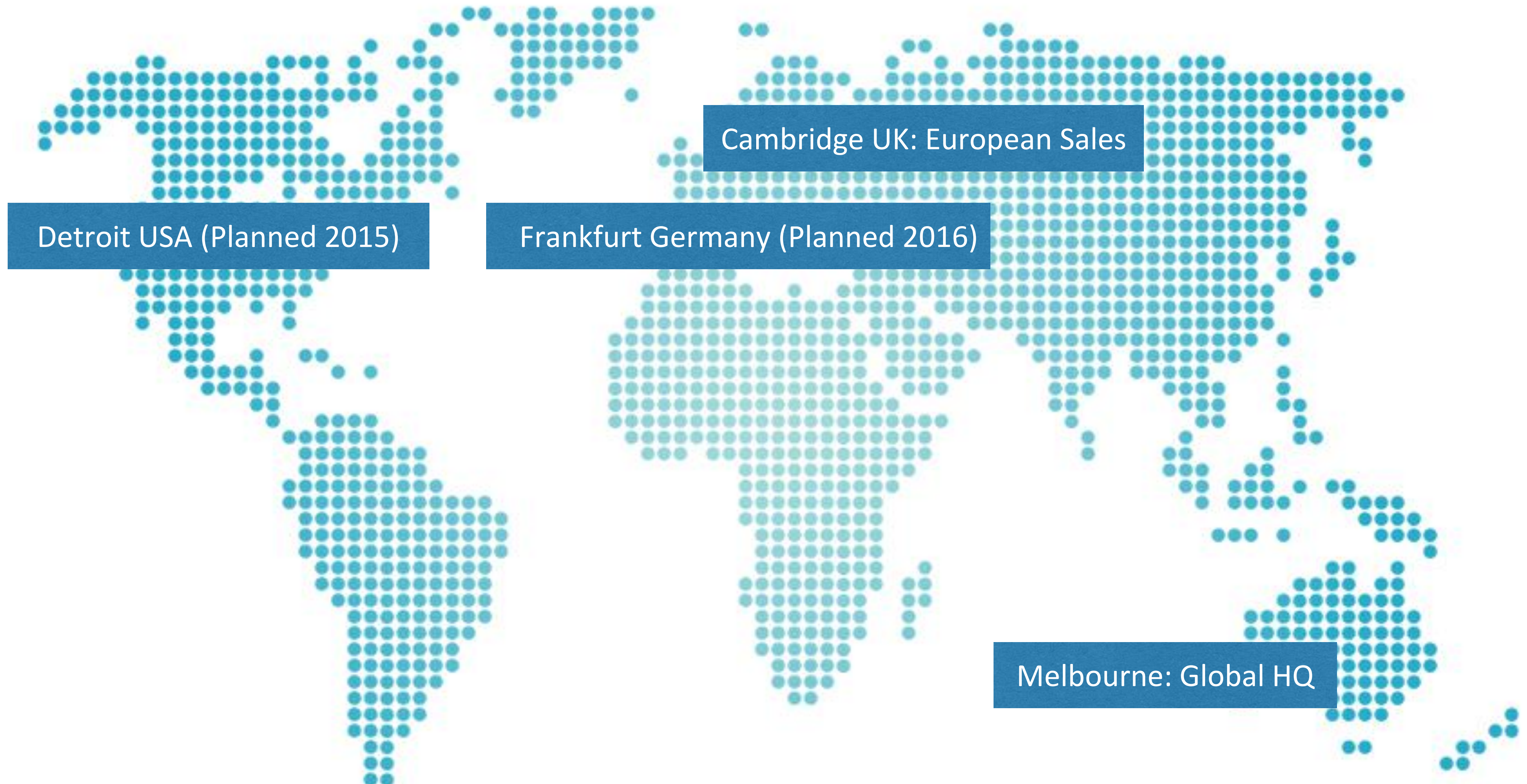


# Connexion revenue sources





# Connexion Media offices and expansion plans





# Connexion's competitive advantage

We are achieving cut through success because our connected vehicle services closely match the specified needs of automakers.

We have an internal development team who can quickly adapt our services to particular customer needs.

Our services can be rebranded or customised to the specific needs of our partners and affiliates.

Our cost structure is very competitive in the Western world, allowing us to win business based on aggressive pricing models.

We have a long history with working in the connected vehicle space, and are well known within the industry.

As a well-funded and innovative public company, we provide comfort to our partners and affiliates.

We own all our intellectual property, source code, infrastructure services, and knowhow.

## Industry partners

*“Our association with international market leaders is an endorsement of our strategy and leading-edge product development”*



# Connexion key partners & affiliates



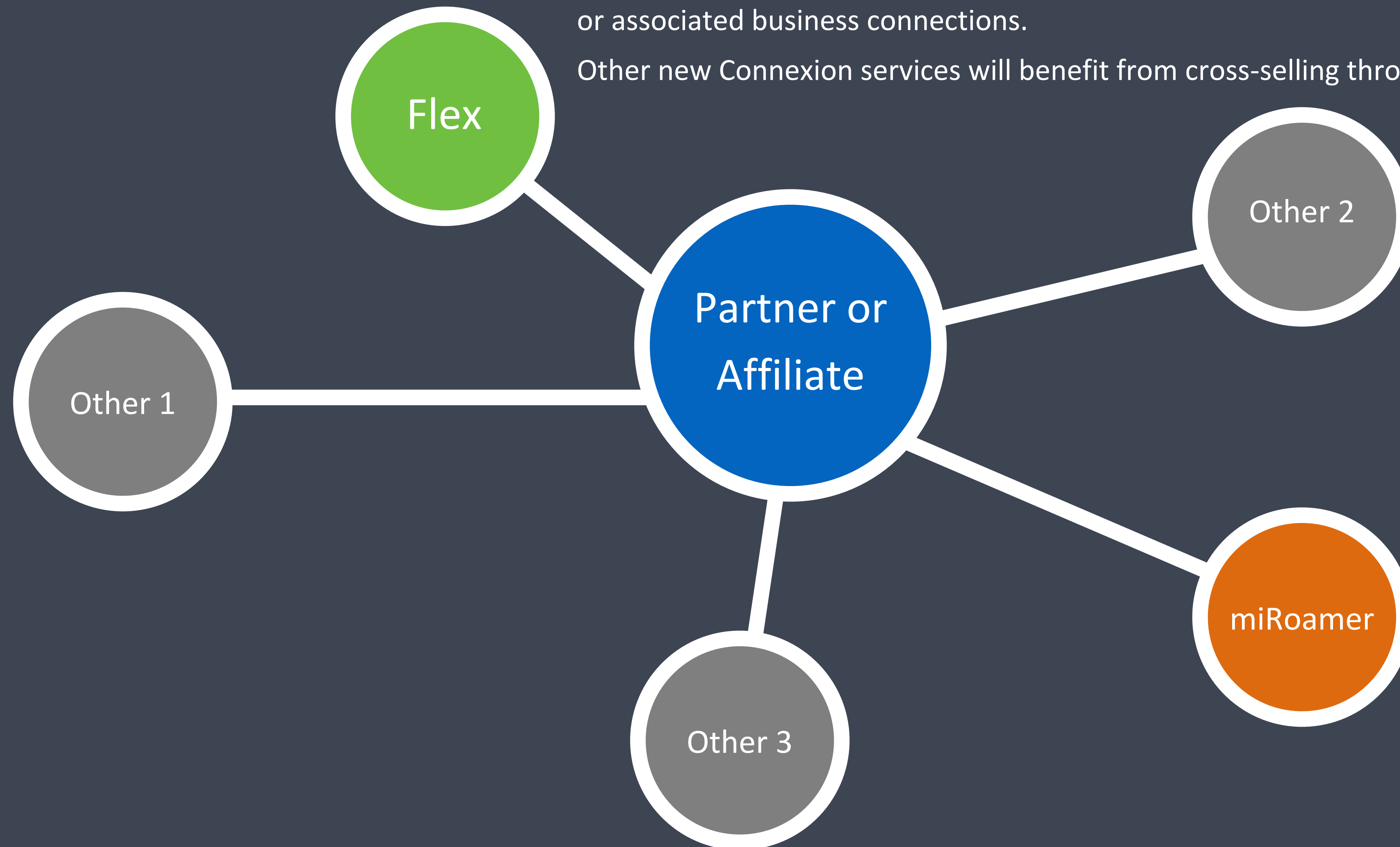
Das Auto.



# Connexion integrated sales opportunities

miRoamer's success has launched a number of cross selling opportunities for Flex with common or associated business connections.

Other new Connexion services will benefit from cross-selling through these established relationships.





# Summary

*“Connexion has a head-start with established channels, in a rapidly growing industry, with extremely high barriers to entry”*

# Summary

Connected vehicles are creating opportunities not previously envisaged

20% of all new vehicles produced in 2015 will be web connected

Value of service in connected vehicles is expected to be **35 billion dollars** (AUD) by 2018

Connexion has high calibre management team with a clearly defined growth strategy to take advantage of this rapidly growing market

Connexion has a multi-product approach – with multiple revenue streams



# Summary

Our first product, **miRoamer** is already an established brand in the market

miRoamer has agreements in place with blue chip multinational market leading organisations (such as GM, Samsung, Volkswagen, and Continental)

These partnerships are an endorsement of our high quality products and services

miRoamer delivers to embedded and “bring your own device” solutions on both Android and iOS platforms

There is an extremely high barrier to entry to this specific market, requires years and \$ millions of investment

# Summary

**Flex** is already generating a small number of sales from paying customers in Australia and overseas within the first 6 weeks of market release

Flex has signed a contract with a major USA-based automaker

Flex will be cross-sold through established channel partners and affiliates

Flex has a solid prospect pipeline, and is expected to accelerate revenues in the coming quarters

Flex is currently being trialled by two US-based automakers and five European-based automakers

The initial market response has far exceeded our expectations

Flex has a clearly defined marketing and sales strategy





# CONNEXION

For more information, please go to:

[www.connexionmedia.com.au](http://www.connexionmedia.com.au)

[www.miroamer.com](http://www.miroamer.com)

[www.flexvs.com](http://www.flexvs.com)

[enquiries@connexionmedia.com.au](mailto:enquiries@connexionmedia.com.au)