



CONNEXION

# miRoamer

Internet Car Radio from Connexion Media



## miRoamer Key Features

**Cloud-based content aggregation platform:** One stop shop for all your content needs.

**Global AM/FM Radio:** including over 35,000 global AM/FM stations.

**Online radio services**

**On-demand radio services** including **Podcasts**

**SaaS product (software as service)**

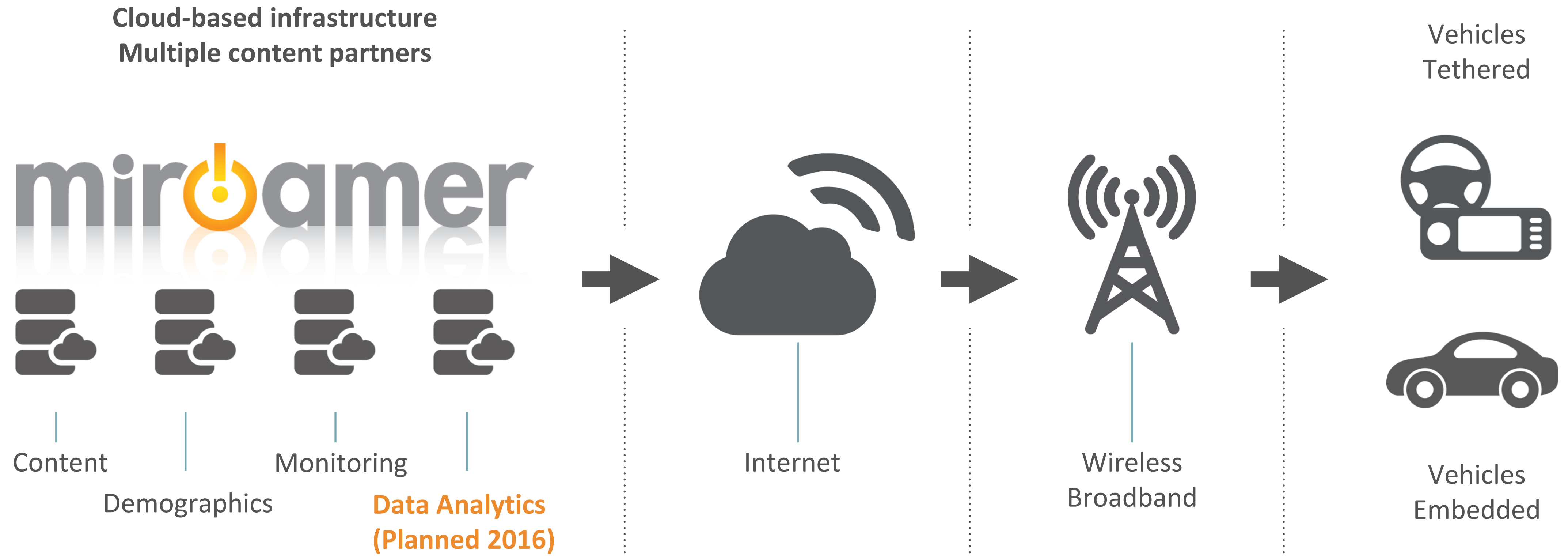
**Designed for vehicle, mobile, web and consumer electronics**

**Data collection and analytics** to assist in targeted pre-roll advertising and commercial licensing

**Content changes are managed by miRoamer** in real time

Select from either **branded** or **white-label** solutions

# How miRoamer works



## Internet Radio Market Growth

**150+ Million**

Total number of Americans who listen to Internet Radio each month.

**33% plus**

The percentage number of Americans who listen to streaming radio through their cell phones in the car.

**50% plus**

The percentage of Americans who listened to online AM/FM stream in the last month.

**6x**

The increase in people listening to streaming radio in cars since 2010.

**Double**

The number of Americans listening to streaming radio has doubled since 2010.

**17%**

The percentage of Americans listening to Podcasts in 2014.

Source: Pew Research Centre

Copyright: Connexion Media 2015

# In-vehicle Audio App Dilemma

- Only a **limited number of audio apps per system** is appropriate
- It is **difficult to find the right audio app** for each customer
- Internal **brands will want to differentiate** content
- Customer needs change (**flexibility and choice**)
- Audio **providers enter and exit** segment constantly
- Audio providers **update most profitable segments only** (IOS/Android)
- **Global needs differ**, even within regions (e.g Germany/UK)
- Reshaping of industry **requires framework to be cost effective**
- Speed to bring new content to market (**development times are long and expensive**)
- **Legal framework difficult** (Global perspective)

# Solving the Dilemma with miRoamer

## Content Providers

Increase distribution & reach

Maximise revenue potential

Grow listeners as they move online

Remain competitive in a changing environment

## miRoamer provides solutions to all stakeholders

Work with a single company who provides an aggregated digital content management and distribution solution which is simple, easy to use, relevant and seamless

## Automotive Manufacturers

Provide "expected" infotainment features

Implement a cost effective solution

Focus on business – not content management

Avoid costly, complex territory rights

miRoamer is a "one-stop-shop" for content originators, automotive manufactures and consumers alike



# miro!gamer

Tune In to the World - Anywhere, Anytime

Mobile • Web • Embedded

iOS 9



MirrorLink™



APPLINK



# Mobile Certifications

## MirrorLink

**miRoamer was the first app to have MirrorLink1.1 Global Certification**

This has given us VW, SKODA, SEAT, PEUGOT, CITROEN and DAIMLER headunits via Android smartphones

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## Ford Applink SYNC

**Certification for Ford AppLink – with voice commands**

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## Apple CarPlay

**Certification for CarPlay begins Q1 2016**

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## Google Android Auto

**Certification for Android Auto begins Q1 2016**

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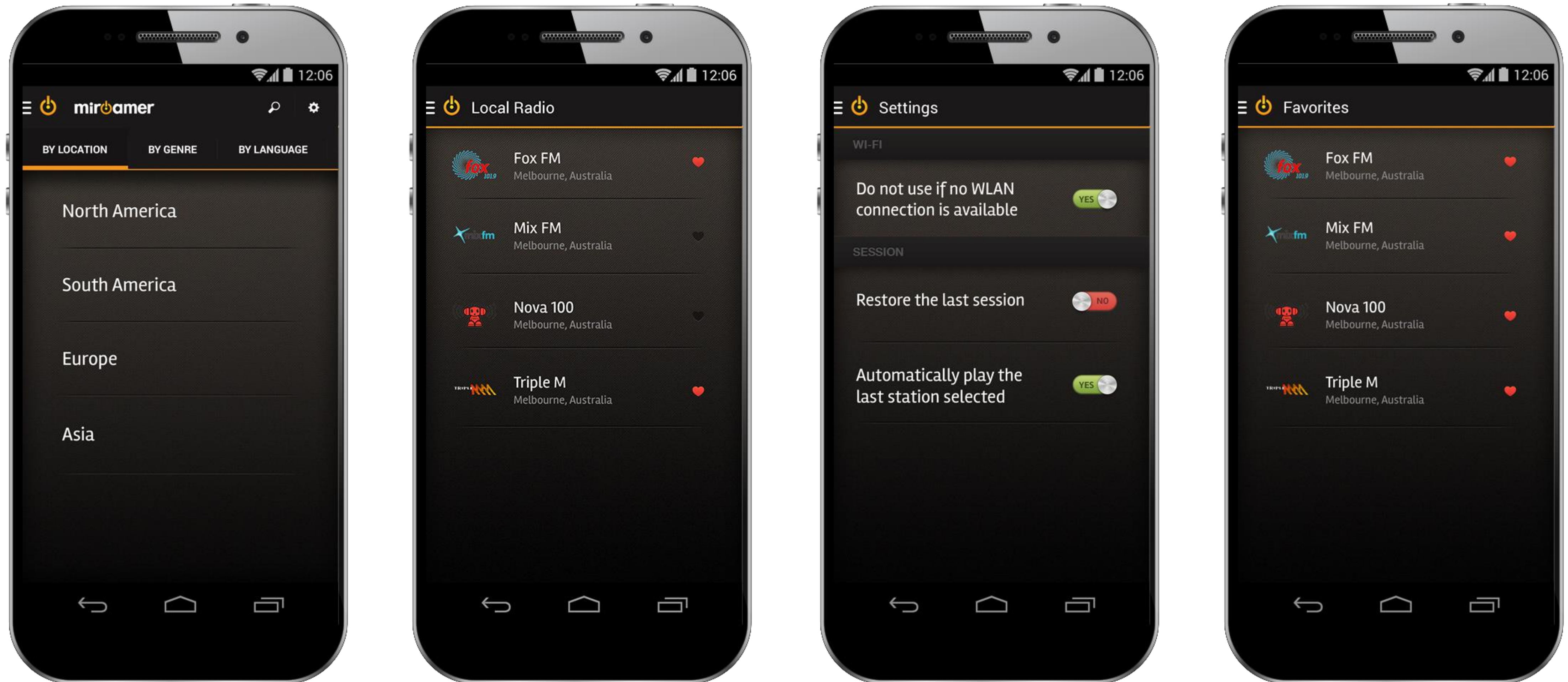


## Embedded or HTML5. In-vehicle solutions





## Available Now. miRoamer for Android





## New in 2016. miRoamer for iPhone





## Customisation – White Label Solution

We can build customised embedded or mobile app solutions which include the following key features:

- Global AM/FM directory service – 35,000+ stations
- On-demand music services
- Podcast services
- Content Partner integration
- Additional content services – Storage, cloud, transcoding

## Content Partners

### Deezer

Partnership agreed. Implementation & certification currently under way.

Launch expected – Jan/Feb 2016.

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### Stitcher

Implementation under way in conjunction with Deezer.

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### SHOUTCast

ShoutCast directory fully integrated

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### Digitally Imported















































DI content integrated

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We manage all MirrorLink, Car Play, and Android Auto certification for our automaker partners.

# miRoamer Content Customisation - Sample Content Chart

Terrestrial Services	Music Services	On-demand Services	News	Business	Sports	Kids
        	   <div data-bbox="656 1050 1056 1219" style="background-color: #444; color: #fff; padding: 5px; text-align: center;">Music Stations</div>    	  	       	    	       	     

NOTE: For illustration purposes only.



## miRoamer Solution – App Integrator

- Just **one app** to maintain and update
- Global **content aggregator** understanding global needs and manages legality of global content
- Relationships with many major audio **streaming providers** worldwide
- Understand industry and able to **keep content relevant** and updated
- Able to provide demographic information to **assist brands**
- **Eliminate** providers that exit segment
- **Low cost** of adding content to miRoamer
- **Speed** to bring new content to market

## Why miRoamer?

- **Experience** building on iOS, Android, embedded, and HTML5 platforms
- Global content provider **understanding global needs**
- Content is **not duplicative** to existing content
- Base product is **attractive** to most customers
- **Speed** to market
- **Low cost** of additional content per provider
- Capable on having differing **content per region** (not one size fits all)

## miRoamer Business Model





# Strong commercial validation from leading global automakers



Vehicles: 7.7 million  
8.7%



Vehicles: 6.4 million  
7.2%



Vehicles: 6.7 million  
7.5%

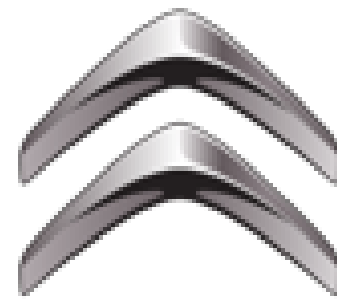


Vehicles: 1.1 million  
1.3%



PEUGEOT

Vehicles: 1.9 million  
2.1%



CITROËN

Vehicles: 1.2 million  
1.4%



Mercedes-Benz

Vehicles: 2.1 million  
2.4%

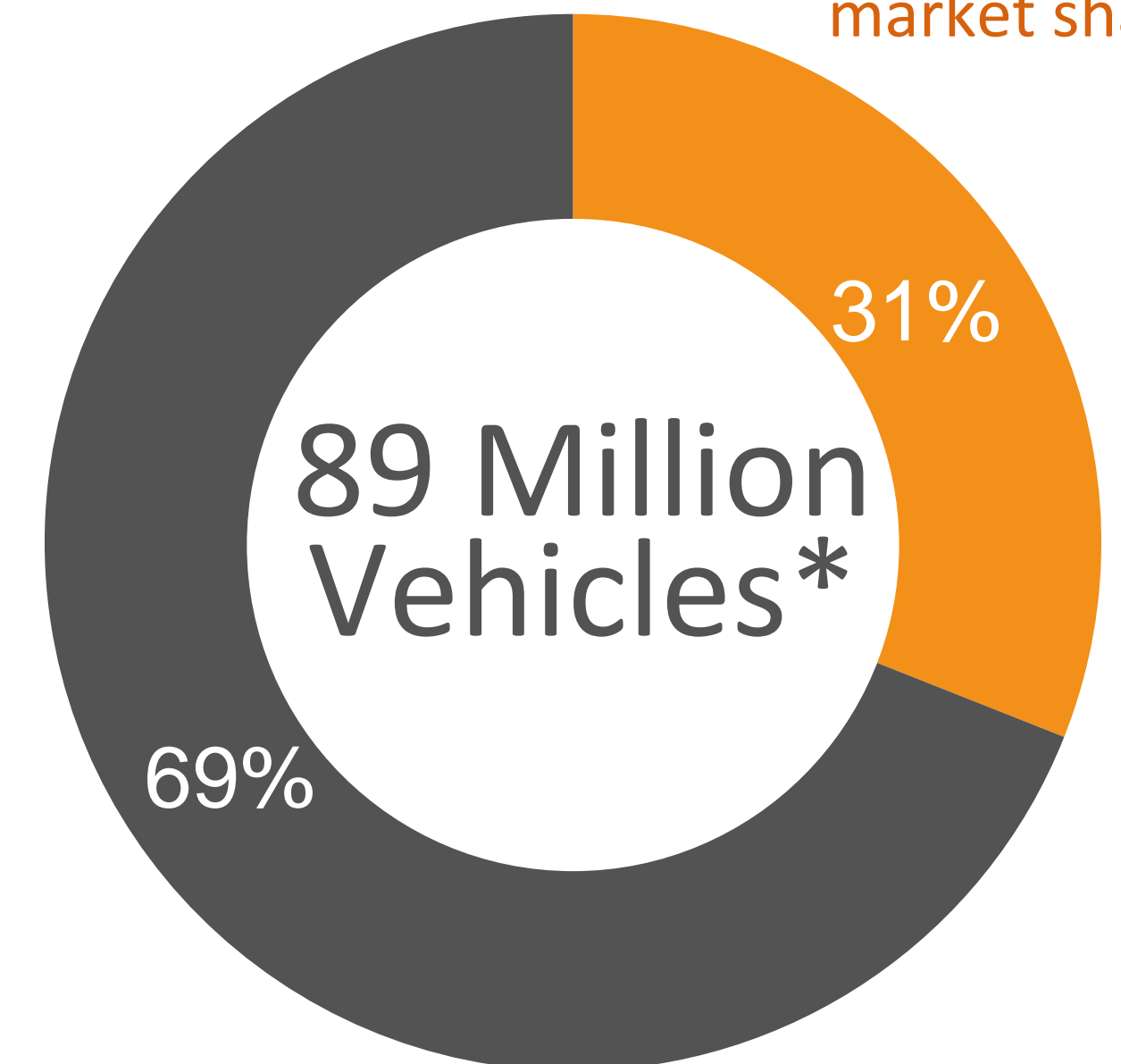


SEAT

Vehicles: 370,000  
0.4%



Partner  
cumulative  
market share



Includes 2015 production estimates and market share  
(Source: IHS 2015 production estimates)

\* 2015 global vehicle production estimates  
All numbers have been rounded

## Our Strategic Advantages

- **Commercialised** technology with products already in the market
- Ability to **customise** to specific territories, vehicles and markets
- Package technology to meet vehicle **needs** and **capabilities**
- Easy infotainment **integration options**, fast time to market
- miRoamer manages **copyright** and **royalty** issues for each territory
- Provide clear **monetisation** and **revenue** share opportunities
- Continuous **product innovation**



# Strong leadership team

## Board



**George Parthimos**  
**Chief Executive Officer**

With over 20 years experience developing internet products and networks, George is the founder and CEO of Connexion and miRoamer.



**John Conomos**  
**Non-Executive Chairman**

Former Chairman and CEO of Toyota Australia. One of the most respected leaders in the Australian automotive industry.



**Sean Habgood**  
**Non-Executive Director**

20 years at Internode (acquired by iiNet ASX:IIN in 2011 for \$105m), with strong M&A and technology start-up experience.



**Eric Jiang**  
**Executive Director**

15 years' experience in the financial services sector, as a corporate consultant and advisor. Substantial listed company experience.



**Ashley Kelly**  
**Executive Director**

Over 20 years experience advising private and high-net worth individuals on ASX listed securities. Strong ASX listed company experience.

## Senior Management Team



**Junior Barrett**  
**Executive Vice President, US**

Over 14 years of automotive experience at General Motors, identifying and collaborating with key partners to develop vehicle-centric applications.



**Tasso Koutsovasilis**  
**Sales & Operations Manager**

Tasso is a commercial sales pro for technical systems with a focus on improving business results.



**Kate Thompson**  
**Project Delivery Manager**

With over 14 years experience, Kate has worked in a variety of project roles within many organisations.



**Graeme Robinson**  
**Technology Manager**

Extensive experience in General Management, operations, software development, systems design and architecture.



**George Karafotias**  
**Finance & Company Secretary**

Qualified accountant. Extensive experience working with a number of ASX listed companies.



# Global corporate footprint







CONNEXION™

For more information, please go to:

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

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

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

[enquiries@connexionltd.com](mailto:enquiries@connexionltd.com)