



CONNEXION™

Connexion Media Limited

Investor Presentation

March 2016

Disclaimer

Connexion Media Limited (“Connexion”) is an Internet of Things (IoT) ASX listed company, revolutionising smart car technology for the automotive industry.

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.

Corporate Overview

Connexion Media (ASX: CXZ) is an Internet of Things (IoT) ASX listed company, revolutionising smart car technology for the automotive industry

CXZ has developed two flagship Software as a Service (SaaS) products which deliver cutting edge technology to the automotive industry:

Flex

a cloud based, integrated management system providing high end telematics (fuel efficiencies, safety etc) to small fleet businesses to enable them to manage their entire fleet via a centralised control system

miRoamer

an internet radio and music infotainment service offering over 35,000 stations to consumers around the world

The Company has secured commercial agreements with leading automotive industry players to roll out its proprietary smart car technology across millions of vehicles in the coming years.

ASX: CONNEXION MARKET DATA (AS AT 04.03.2016)

Share price	\$0.19
Shares on issue	87.6 million
Options on issue	84.6 million
Market Cap	\$17 million
52 Week High	\$0.35
52 Week Low	\$0.15

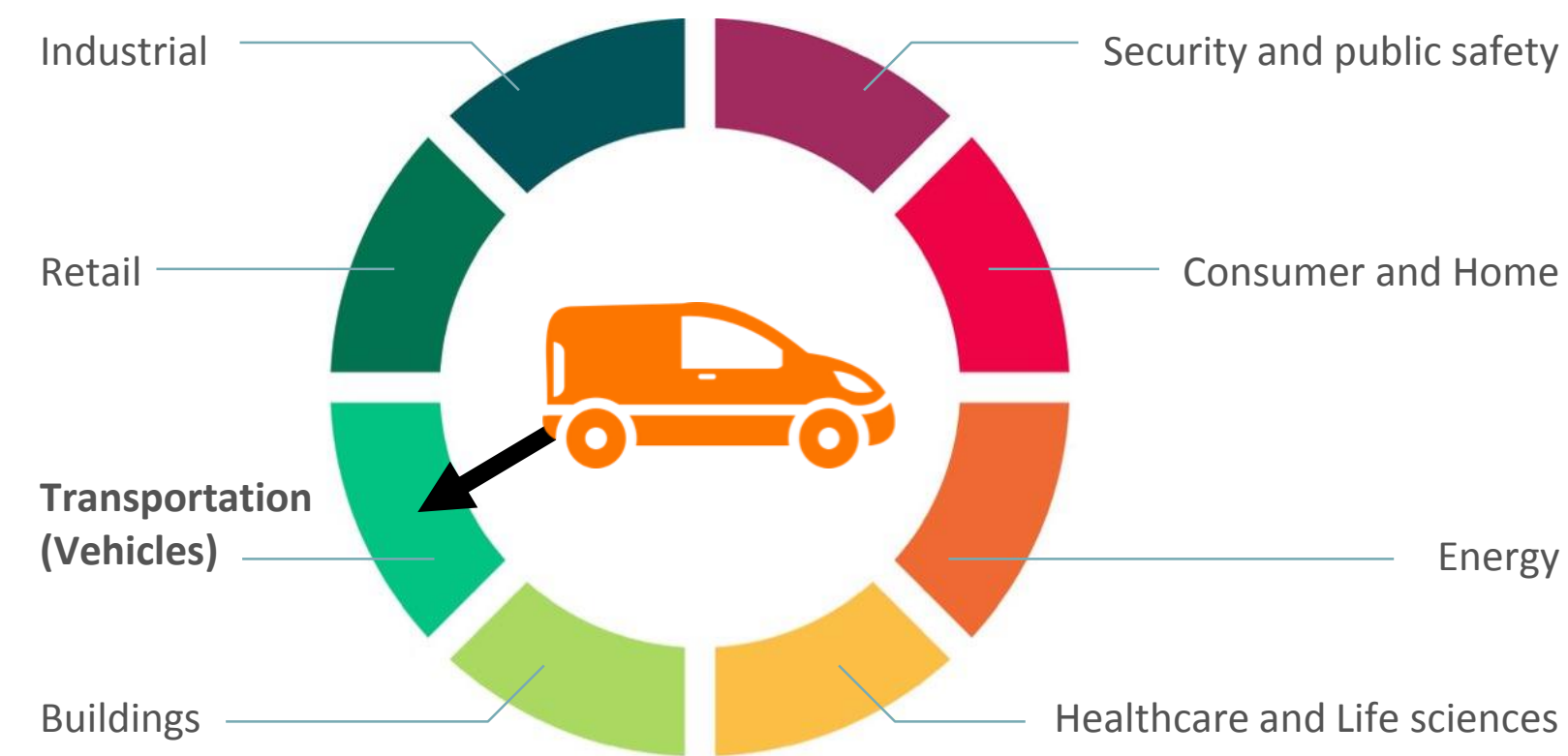
Investment proposition

- **Market leading technology** in the high growth automotive IoT space, with internet car services expected to be worth c\$35 billion by 2018
- Proprietary technology product portfolio with **strong commercial validation from leading global automaker partners**, including General Motors and WEX Australia
- **Revenue facing** technology business with multiple global distribution channels and partners
- **Strong defensibility** with ownership of all intellectual property, infrastructure services and know-how
- Robust SaaS commercial model with **multiple revenue streams and significant scalability**
- **Transformational revenue growth**, estimated to reach in excess of \$20m in FY2017 and \$35m in FY2018 from existing blue-chip commercial partnerships
- **High activity near-term catalysts** to accelerate growth and expand internationally

Internet of Things – the automotive industry

The Internet of Things

Technology developments that connect devices over the internet, allowing everyday objects have network connectivity and inter-device communication.



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- **25 billion devices** all in all by 2020 (Gartner)
- Automotive shows **fastest growth rate – 95%** (Gartner)
- Car services estimated to be **\$35 billion by 2018** (SBD 2012)
- Embedded telematics is set for rapid growth to reach **600 million vehicles by 2025**
- 52% of cars will be internet connected by 2020; **100% of cars will be internet connected by 2025.**
- This represents **5% of all internet connected devices**, up from 0.1% currently (SBD 2012)

Flex attractive to largest segment of fleet market

- Over 450,000 fleets with over 6 million fleet vehicles currently in the US
- Includes “commercial non-fleet” small fleets with between 5 and 14 vehicles, typically owned and maintained by small businesses
- Highly fragmented in this lower end - with no IoT offering
- Flex will initially target the largest sector of the fleet market with its simplified fleet management system



Represents Flex US market opportunity only.

(Source: US Department of Transport)

GM Commercial Link

Connexion is providing General Motor's "Commercial Link" service

Imminent launch to new GM customers in 2016 via its large dealer network across the United States

Available to new vehicle buyers and small fleet owners as a "Software as a Service" subscription

Represents one of the largest automotive deals in recent Australian history

Gives Connexion access to a substantial new customer base



GMC



Cadillac



VAUXHALL



BUICK



HOLDEN



GM DAEWOO
A General Motors Company

PARTICIPATION 42%



Wir leben Autos.

General Motors at a glance



37

The number of countries that GM operates

23%

GM market share of USA fleet market

9.9 million

Total vehicles sold in 2014

4G LTE

Connectivity built in to every new GM vehicle sold in the USA (MY2016 onwards)

3 million

GM vehicles sold in United States in 2014

3.6 million

GM vehicles sold in China in 2014

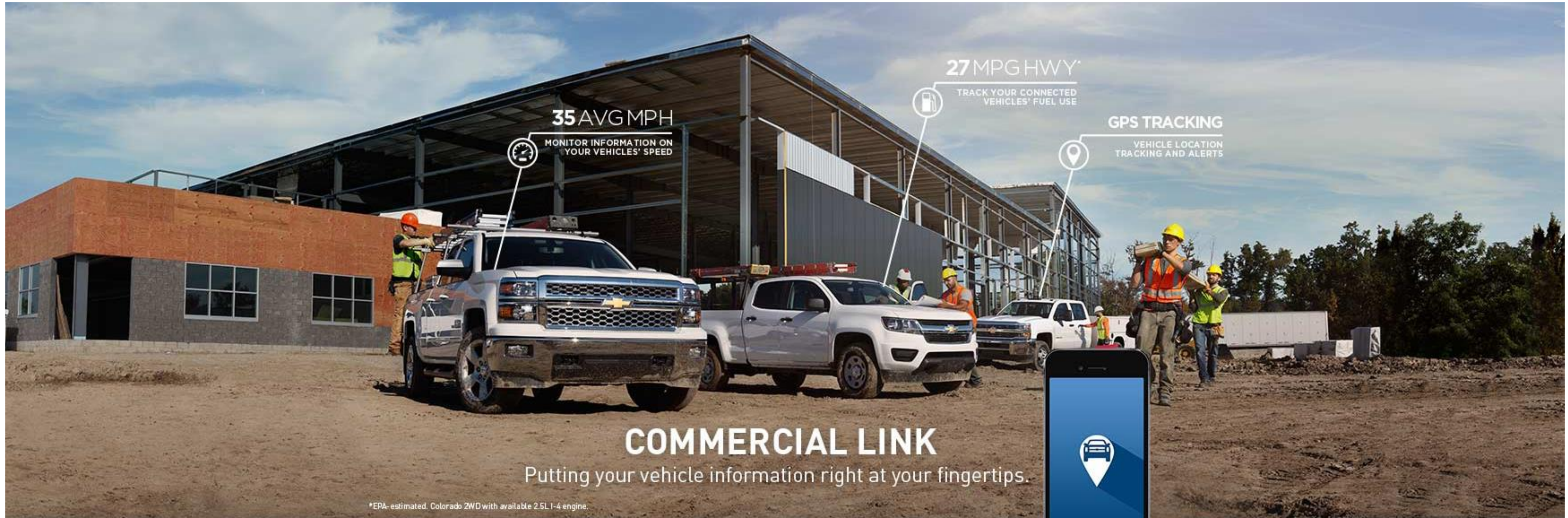
934,000+

Total GM vehicles sold in EU (Opel and Vauxhall brands – Left-Lane.com)

4,000+

Number of GM dealerships in the USA

GM Commercial Link is ready for launch – www.gmcommerciallink.com



What GM Commercial Link means

General Motors USA annual sales are approximately

3 million

(avg 250,000 per month)

All of which may be eligible for a free trial.

Revenue per vehicle during trial period and after signing up for the service

US\$10

(per month)

Note: The trial period is free to consumers, but GM will pay Connexion during this period.

Typically, retention free-trial to paid subscription services is

25%*

Note: Retained subscriptions mean recurrent and continuing revenue. Vehicle owner automatically pays Connexion direct via online gateway.

* totango.com: Based on Best in Class SaaS leaders, for websites

Revenue scenarios

These figures are provided for illustrative purposes and do not represent actual forecasts.

Scenarios are based on the following assumptions:

1. GM launch the product across its entire USA dealership network
2. Average of 250,000 vehicles manufactured per month
3. Addressable market is USA only, excludes EU and Asia
4. Excludes churn, end of life, and other cancellations

Monthly Revenue (USD 000's)

% Uptake	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1%	25	50	75	100	125	150	175	200	225	250	275	300	325	350	375	400	425	450
5%	125	250	375	500	625	750	875	1,000	1,125	1,250	1,375	1,500	1,625	1,750	1,875	2,000	2,125	2,250
10%	250	500	750	1,000	1,250	1,500	1,750	2,000	2,250	2,500	2,750	3,000	3,250	3,500	3,750	4,000	4,250	5,000
20%	500	1,000	1,500	2,000	2,500	3,000	3,500	4,000	4,500	5,000	5,500	6,000	6,500	7,000	7,500	8,000	8,500	9,000

Multiple active revenue streams

Revenue category	Product	Description	Typical pricing
Monthly subscription fee paid by the user	Flex	<ul style="list-style-type: none"> Driven by Connexion's or partner's (eg GM or WEX Australia) marketing program to acquire new users. 	<ul style="list-style-type: none"> Ranges between USD\$10 to USD\$20 per user per month Dependent on the partner agreement
License fee paid by auto industry partners	miRoamer	<ul style="list-style-type: none"> For supply miRoamer content (radio, songs etc) to partner's users Fee ratchets up as more content becomes available (i.e. through Deezer and Rhapsody agreements) 	<ul style="list-style-type: none"> Typically between USD\$0.25 and USD\$1.00 per vehicle once-off Charged to the vehicle manufacturer or Tier 1 supplier at the time of production
Customisation fee paid by auto industry partners	Flex & miRoamer	<ul style="list-style-type: none"> Highly adaptable products, can be customised to suit distinct user groups targeted by auto industry partner Multiple customisation fees (i.e. initial development, ongoing updates) 	<ul style="list-style-type: none"> Ranges from USD\$100 to USD\$150 per resource per hour Typically billed on a "time and material basis"
Data analytics licensing fee to be paid by partners	Flex & miRoamer	<ul style="list-style-type: none"> Considerable real-time in-vehicle and user meta data collected On-sold to third parties (if permitted under source partner agreement) Continuously augmented by growth in user base of free consumer product versions 	<ul style="list-style-type: none"> Potentially very high margin annuity Substantial growth expected with critical mass Distribution opportunity through multiple channels including Oracle CRM platform

Worldwide customer synergy with Oracle

Oracle is one of the most widely used enterprise platforms in the world

About Oracle:

1. **More than 420,00 customers in 145 countries worldwide**
2. Over 400 automotive companies run Oracle applications
3. 20 of the top 20 OEMs* run Oracle applications
4. 15 of the top 15 automotive manufacturers run Oracle applications and technology
5. 20 of the top 20 Fortune 500 automotive manufacturers run Oracle applications and technology



Connexion becomes an Oracle Global Platinum Partner



Key benefits:

1. **Significant cost savings on existing infrastructure.** By transitioning to the Oracle cloud services Connexion could reduce our per-vehicle monthly costs by over 70%
2. **Access to a large global sales force.** Oracle will support the distribution of the Flex product globally via its 15,000 strong sales force as a recognised Independent Solution Vendor for Connected Cars
3. **Integration with Oracle CRM platform.** Oracle will certify service oriented architecture integration with the Oracle CRM platform, which is extensively used by major automotive players
4. **Oracle CRM platform integration will be the first channel to sell in-vehicle real time data.** This is a gateway sales pathway for real-time data analytics collected through miRoamer and Flex services
5. **Ongoing revenue share opportunities.** Oracle and Connexion will benefit from global distribution of our products and new Oracle CRM platform module subscription revenues

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%

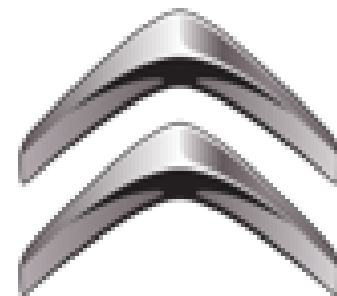


Vehicles: 1.1 million
1.3%



PEUGEOT

Vehicles: 1.9 million
2.1%



CITROËN

Vehicles: 1.2 million
1.4%



Mercedes-Benz

Vehicles: 2.1 million
2.4%

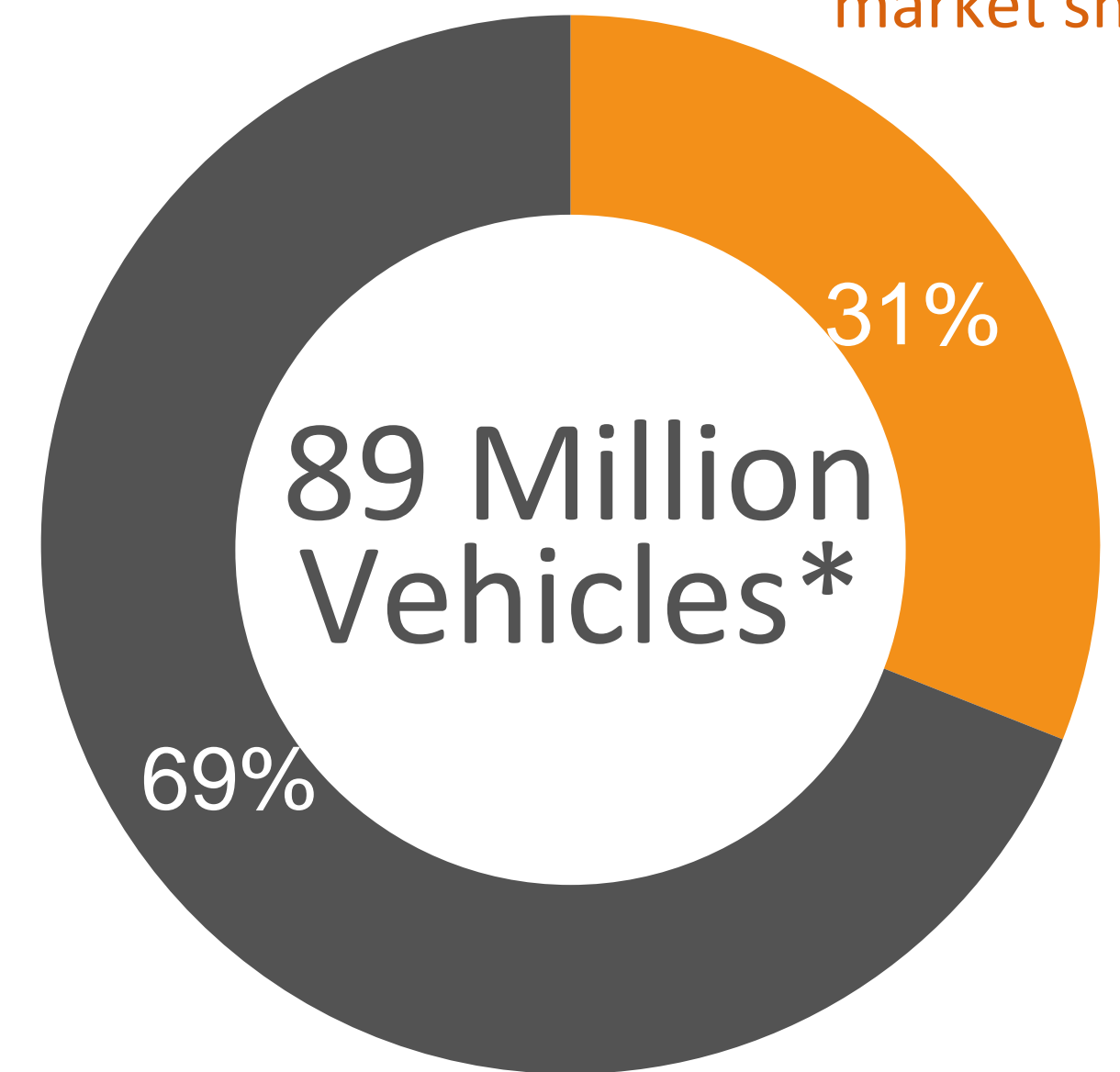


SEAT

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

Future-proofing our product pipeline through global innovation centres

Connexion provides a pathway for product commercialisation through our established automotive channels

Private, Public and Connexion Investment (funding, services, infrastructure and know-how)

Connexion selects “best of breed” innovations and helps commercialise through our automotive channels

Connexion continues with its internal innovation activities

Connexion will part-own the global innovation centres

Preliminary planning has begun for Melbourne & Detroit centres, with initial launch anticipated in 12-18 months

Connexion helps fast-track the commercialisation pathway



Joint Venture Innovations Centres

provide framework and environment for start-ups and early stage business to innovate

Connexion

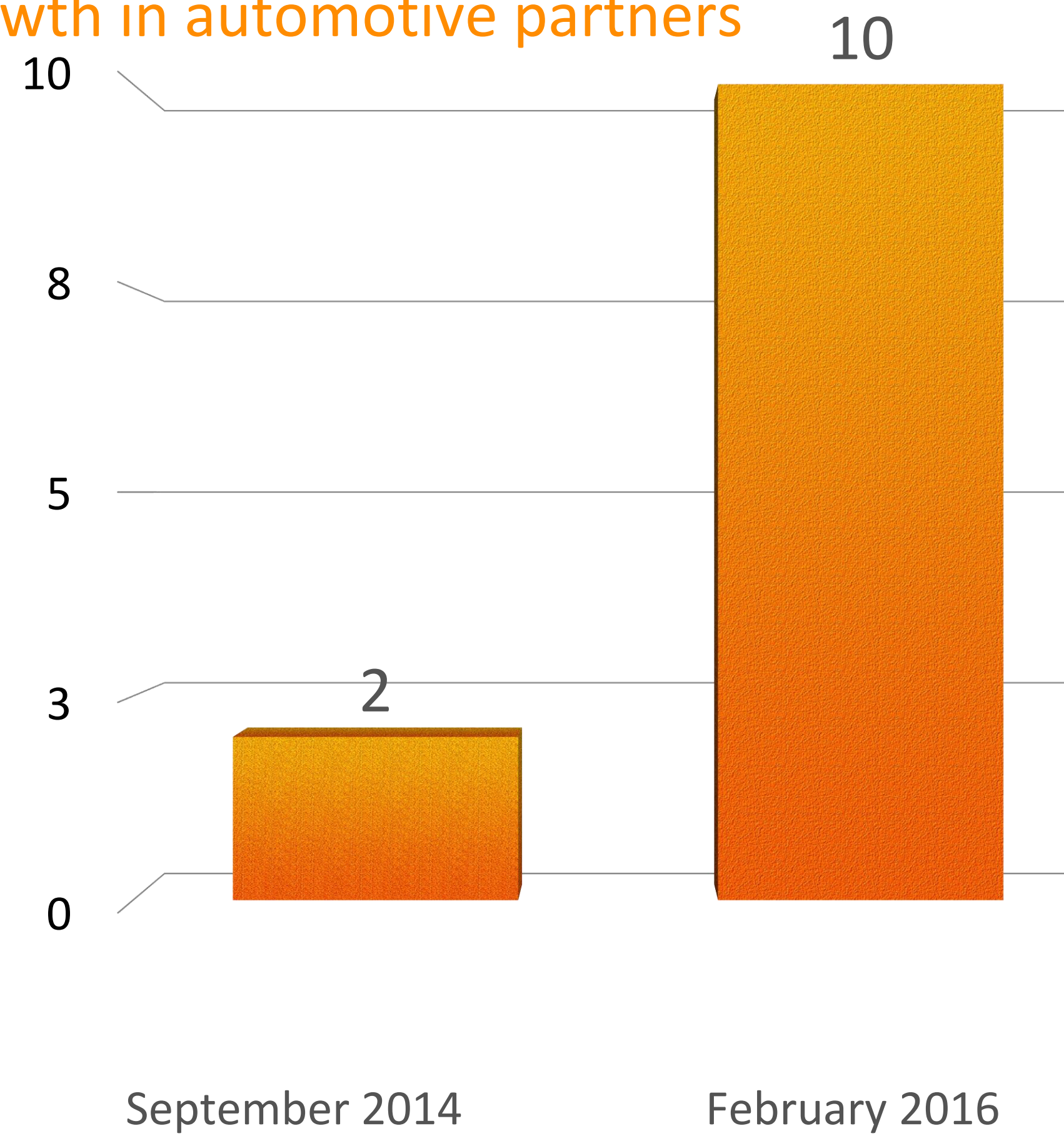
leverages established automotive channels

Vehicle Manufacturers

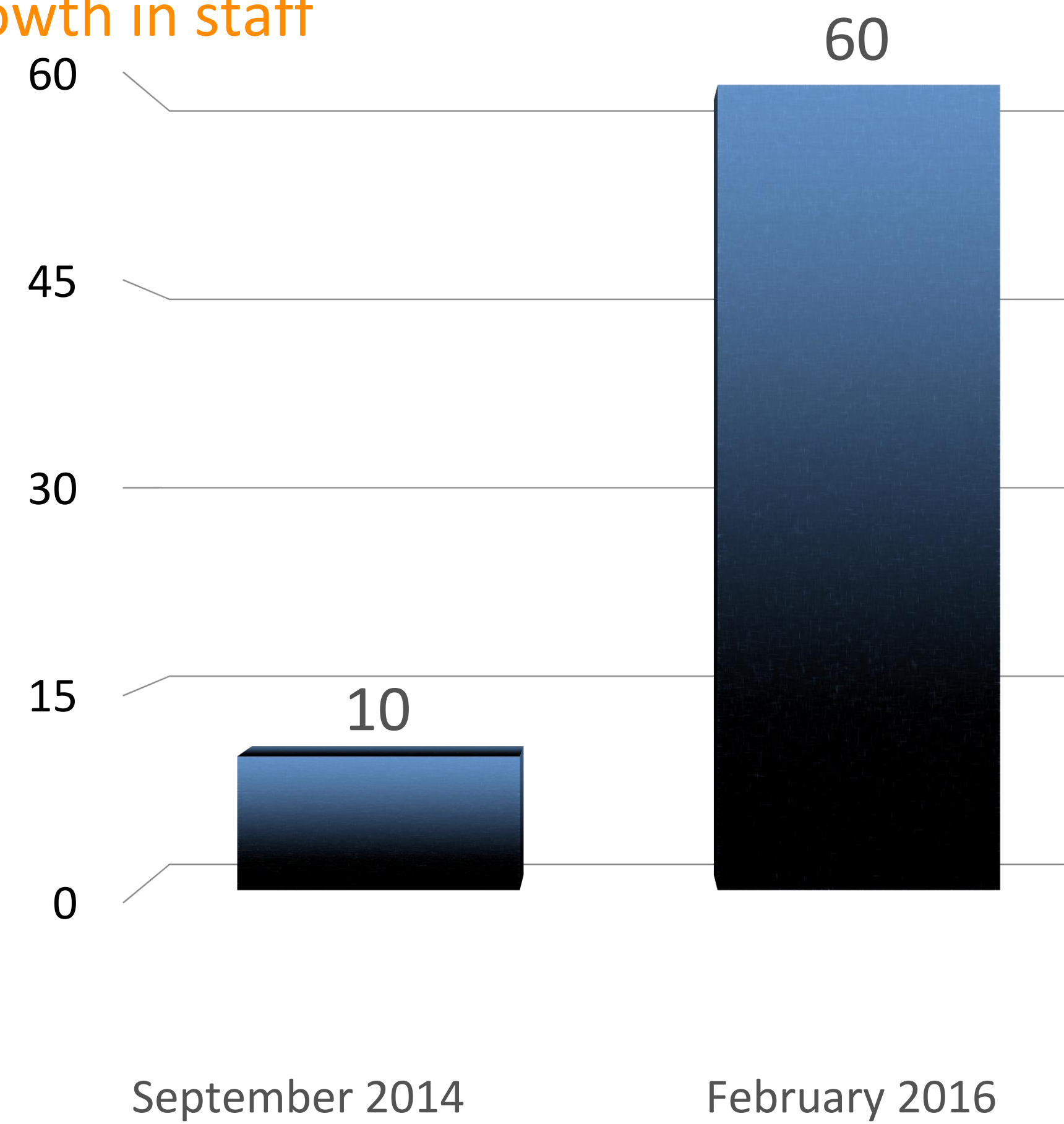
gain direct access to automotive innovation

Continued growth

Growth in automotive partners



Growth in staff



Global footprint to access key auto industry markets



Strong leadership team

Board



George Parthimos
Chief Executive Officer

With over 25 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.



John Dimitropoulos (JD)
Non-Executive Director

25 years international technology experience in digital media and telecomms, with strong M&A and corporate strategy 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.



Graeme Sala
Chief Financial Officer

Qualified finance expert with 25 years' experience working in senior accounting and finance related roles in the insurance, superannuation, biotech and automotive industries

Summary

- **Market leading smart car technology** in an industry expected to be worth c\$35 billion by 2018
- **Strong commercial partnerships from leading global automakers**, including General Motors and WEX Australia
- **Revenue facing** technology business
- **Imminent Commercial Link product launch** by General Motors
- **Oracle CRM platform** integration to facilitate first ever in-vehicle real time data subscription revenues, plus Flex product distribution
- Robust SaaS commercial model with **multiple revenue streams and significant scalability**
- Near term product launches driving **transformational revenue growth**
- **Accelerating growth strategy** and international expansion



CONNEXION™

For more information, please go to:

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