

A hand is shown pointing towards a futuristic digital interface. The interface features a world map with glowing nodes and connecting lines, representing a global network. There are also icons of people, binary code (0s and 1s), and various data visualization elements like hexagons and a search icon. The background is a blurred image of a person's face, suggesting a focus on human interaction with technology. The overall color scheme is dominated by blues and oranges.

Corporate Presentation

Connexion Media Limited (ASX:CXZ)

October 2016

Disclaimer

Connexion Media Limited (“Connexion”) is an ASX listed technology 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.



CONNEXION™

Enabling the future of the automobile

Who we are & what we do

CONNEXION SUPPLIES SOFTWARE PRODUCTS AND SERVICES TO WEB-CONNECTED VEHICLES.

We currently offer products and services in four categories



Telematics



Infotainment



Data analytics



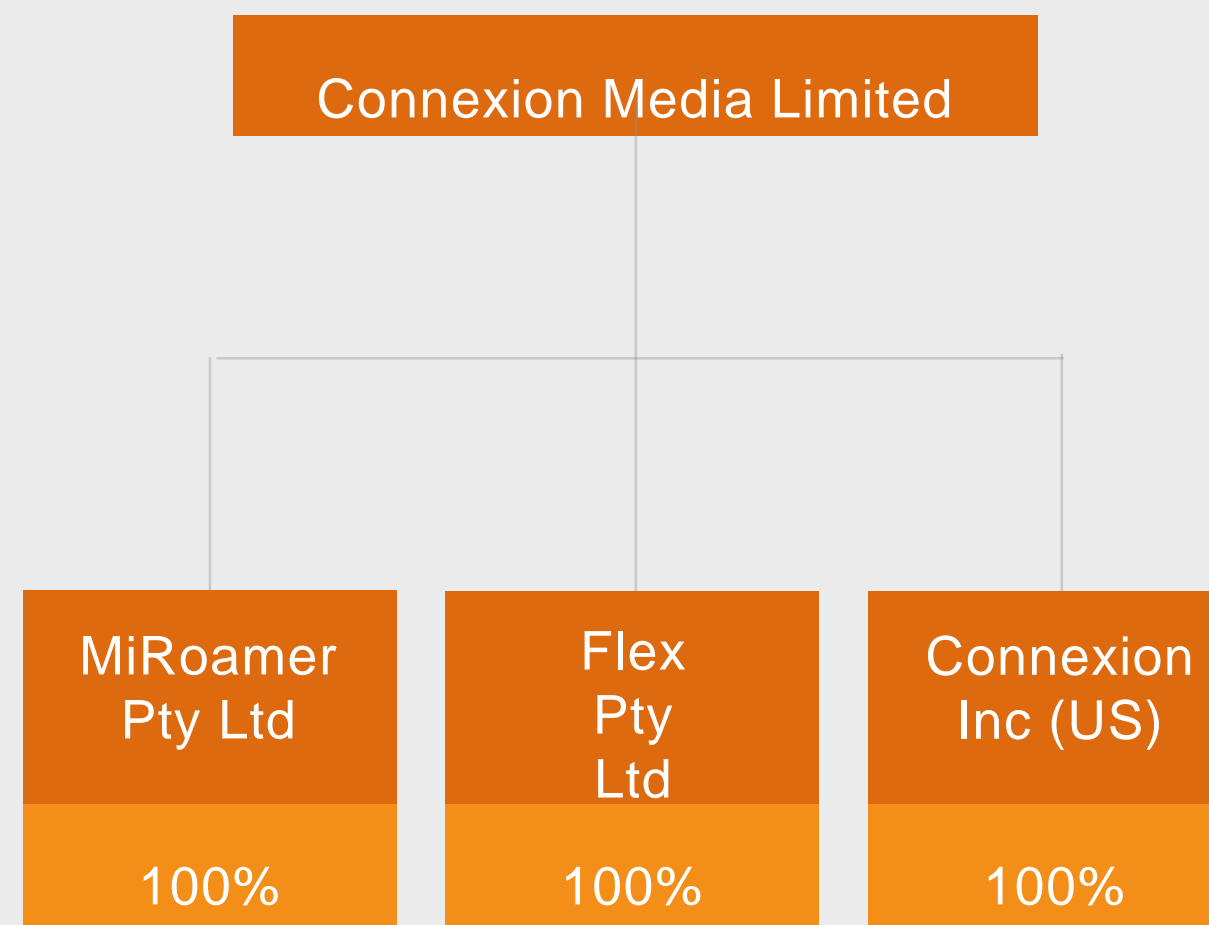
Consulting

Connexion Media is a technology company, listed on the Australian Stock Exchange, specialising in developing and commercialising software apps and services for the web connected car market. Our headquarters are in Melbourne, Australia, with sales offices in Detroit, USA and Cambridge, UK.

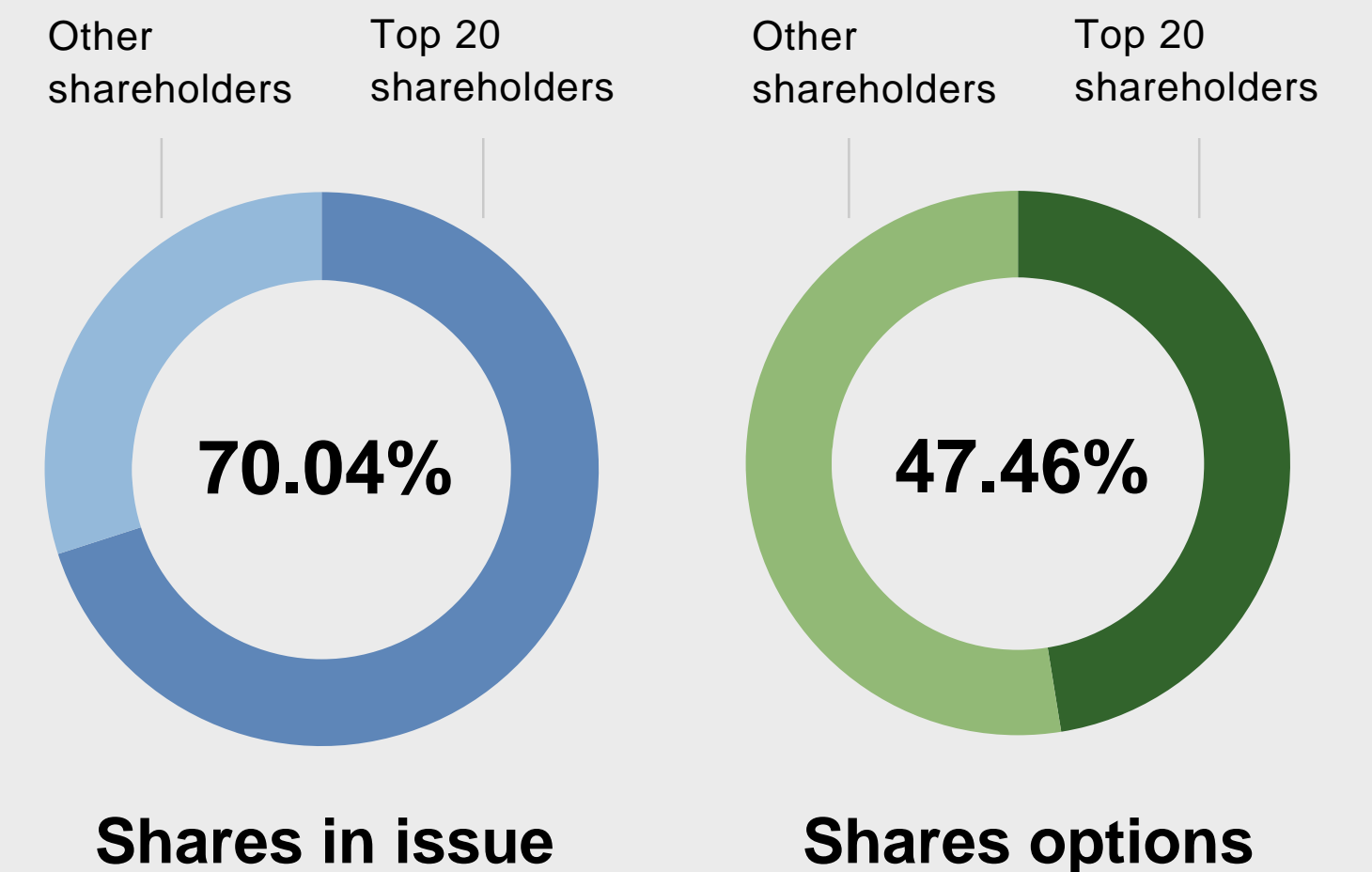
Corporate info

ASX: Connexion market data (as at 07.10.2016)	
Current	\$0.115
Shares on issue	104 million
Options on issue	91.7 million
Market Cap	\$12 million
52 Week High	\$0.35
52 Week Low	\$0.095

Corporate structure


















Top 20 share & option holders

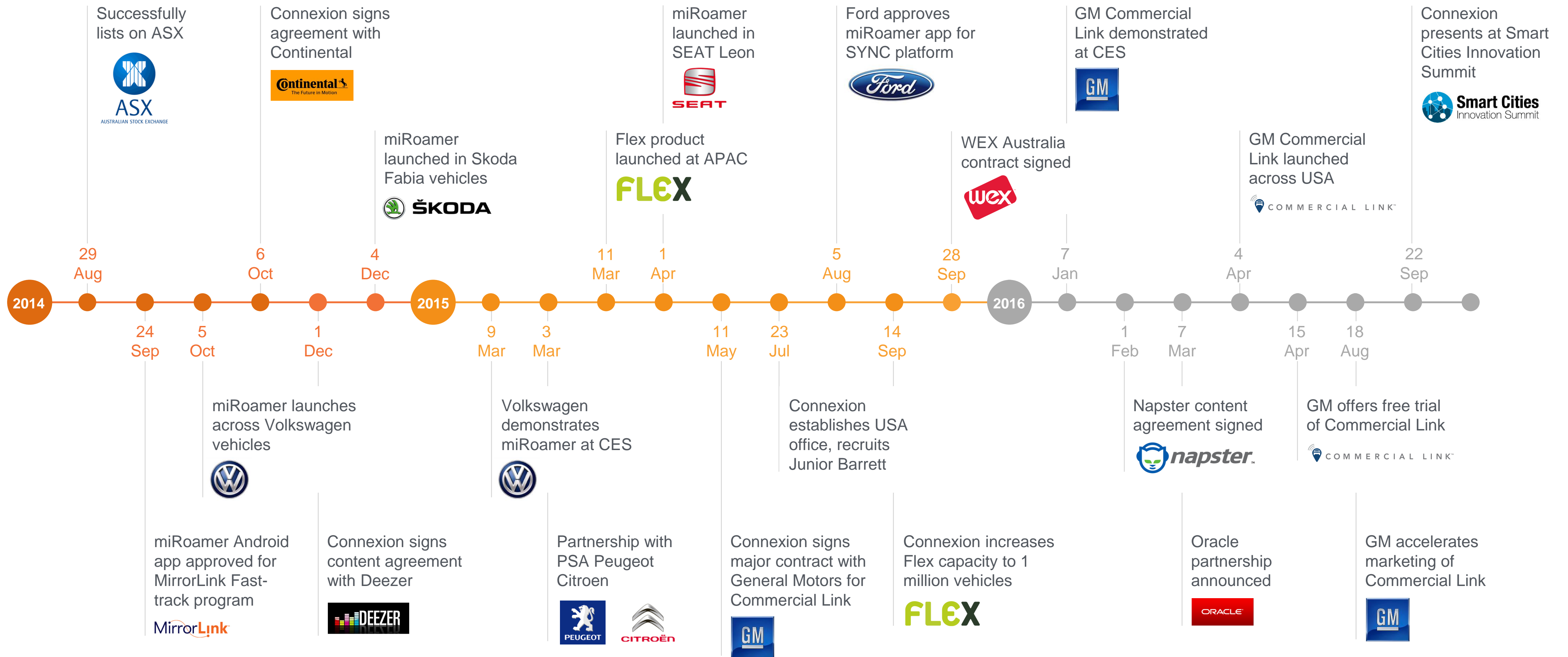


Products and services

Our products and services are well positioned to take advantage of the future convergence of technologies.

	 Telematics	 Infotainment	 Big data analytics*	 Consulting*
Our Products			Cloud based infrastructure Customised Reporting Real time data Data enrichment	Consulting for commercialisation of products and services through our strategic partnerships.
	Customised solutions  	Content partners    	Technology partners  	Innovation partnerships 
Innovation layer focussed on IoT across all four categories				

Significant events in our corporate growth



The current and future market size

The connected vehicle market is predicted to grow rapidly.

Connected vehicles are predicted to make up 5% of devices connected to the Internet of Things by 2025 – up from 0.1% now.



Currently less than 20% of all new cars are manufactured as connected



This will rise to 100% of all new manufactured cars by 2025

**600
million**

Total connected cars by 2025

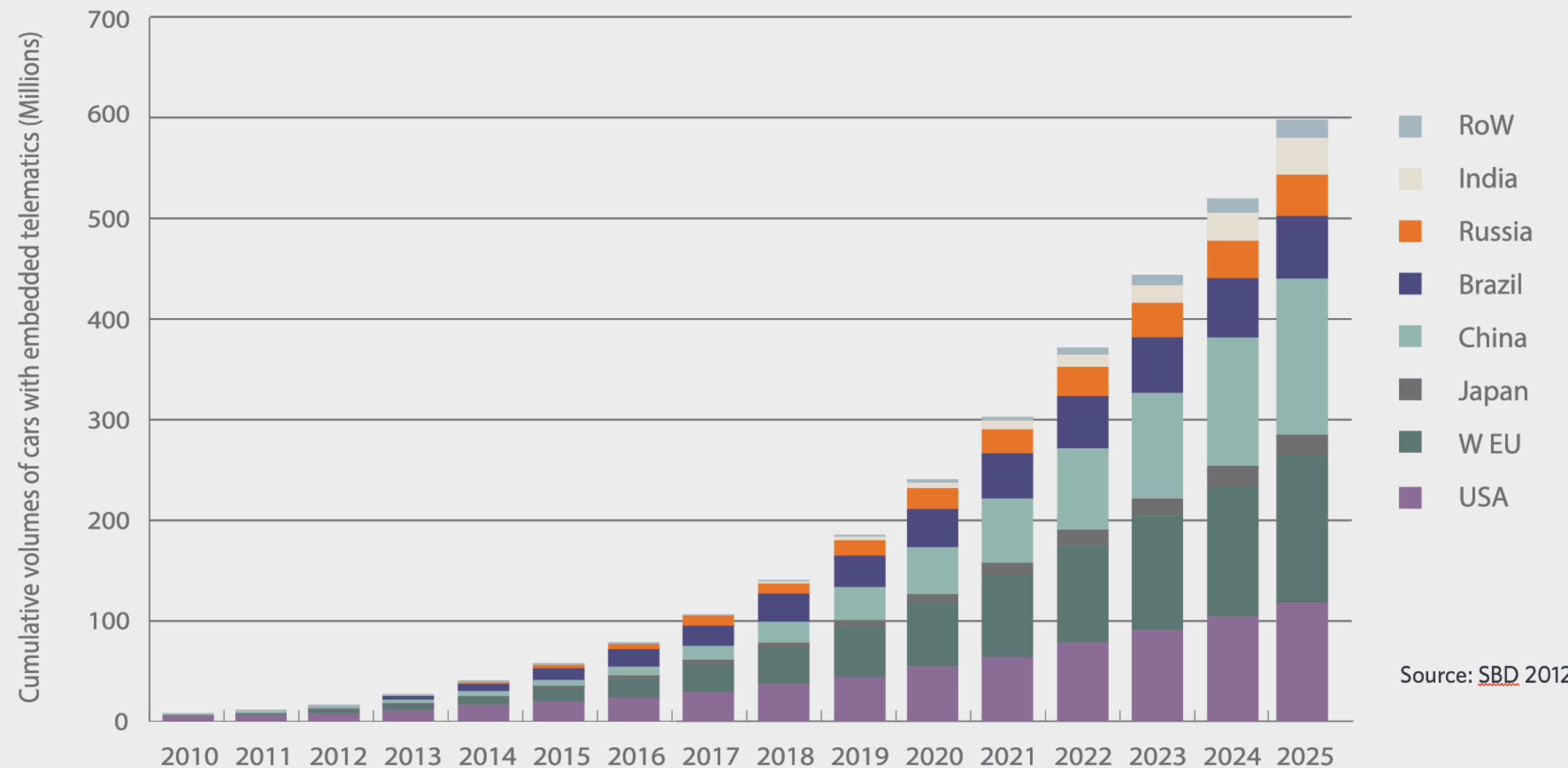
(Source: SBD 2012)

Fastest growing sectors

The fastest growing sectors for connected vehicles will be the USA, Western Europe and China.

Our core strategic focus is in these key growth sectors.

CUMULATIVE VOLUME, BY REGION

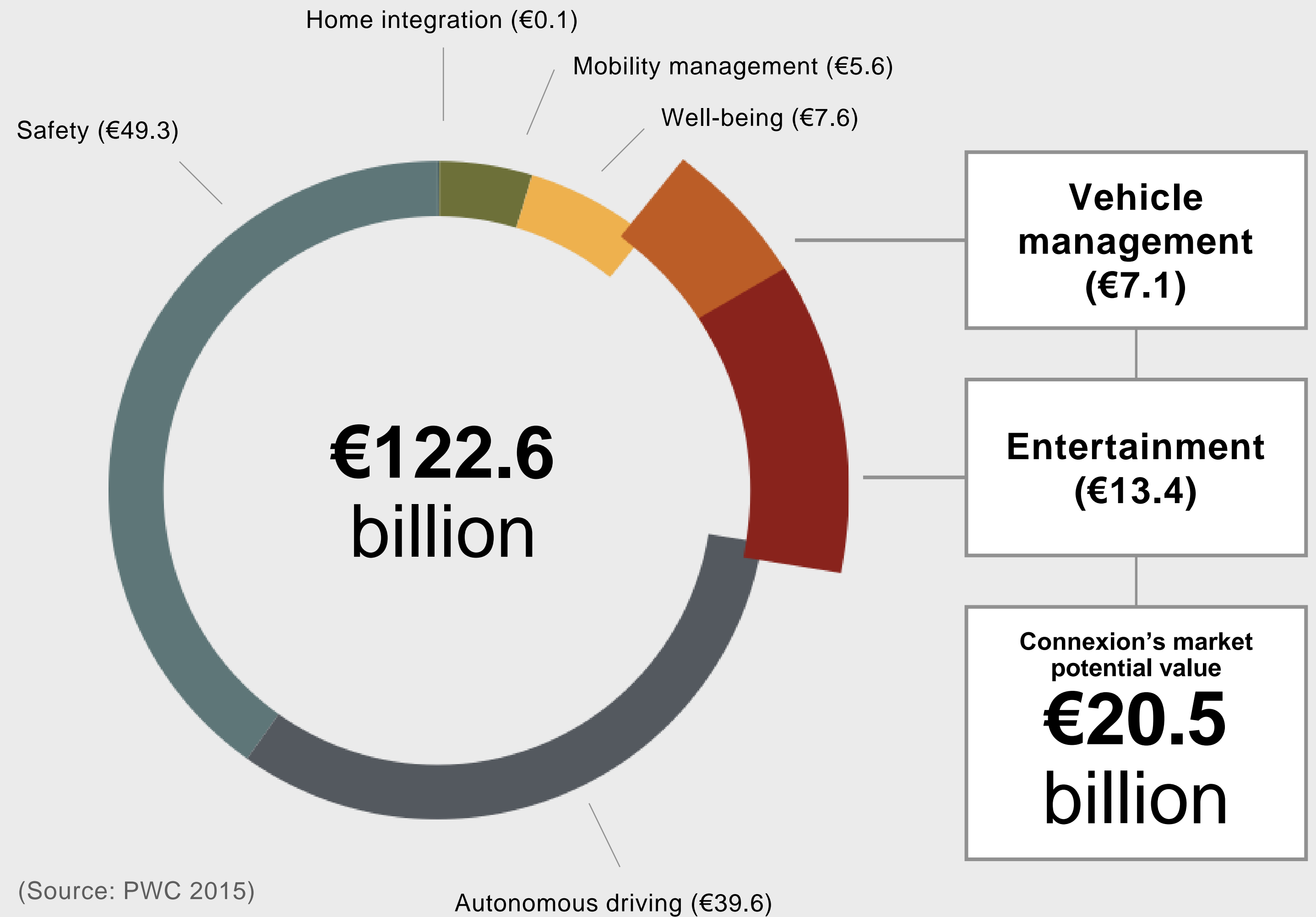


Source: SBD 2012

Total market potential value

The value of the connected car market is projected to grow strongly with a wide range of services set to benefit.

Connected car market potential value by 2021 (€ billions)



(Source: PWC 2015)

Company changing deal executed with General Motors



Connexion has executed a milestone deal with General Motors (GM) to develop and support GM's "Commercial Link" service.

GM to offer Commercial Link to new car buyers as an incentive to drive increased car sales.

Commercial Link is targeting the commercial SME fleet and owner-driver markets with an addressable market of over 250 million cars in the USA alone.

The agreement provides Connexion with access to an extensive customer network for the rollout of its flagship technology.

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

Subscription based revenue model with customers being billed by Connexion monthly and revenues shared.

A soft roll out of Commercial link commenced as of April 2016.

Wider roll out to commence in conjunction with the release of the new car models for the year.

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General Motors at a glance

Every vehicle manufactured in the USA after 2015 has built-in connectivity via the OnStar service.



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- GM has 23% market share of the USA fleet market.
- Around 10 million vehicles manufactured globally per annum.
- USA production of 3 million vehicles annually, around 1 million vehicles in Europe, 3.6 million vehicles in China.
- 4,000+ dealers across the USA.
- International brands include Opel, Vauxhall, Holden, Cadillac, Buick, and Chevrolet.



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COMMERCIAL LINK™



COMMERCIAL LINK

Putting your vehicle information right at your fingertips.

*EPA-estimated. Colorado 2WD with available 2.5L I-4 engine.

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Telematics value proposition

FLEX

 COMMERCIAL LINK™



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Connexion is the only telematics supplier globally with solutions built into vehicles from factory.

Our solution allows for a hybrid of after-market, embedded and mobile apps.

We provide end-to-end service and support, through our in-house development and operations teams.

White-label or branded solutions available.

Globally focussed solutions.

Trusted by some of the biggest and most respected automakers and OEMs in the world.

Services are targeted specifically to the SME market (1-100 vehicle category).

High value low cost solutions which are easy to implement and use.

Highly scalable solution.

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Flex customer testimonials

Client one: Roofing industry company

“Before FLEX we trusted our staff, but once using FLEX we could see straight away that our staff were abusing our trust by using tollways. Previously we could not determine if trips were work or personal. Now with FLEX we can determine which tolls are a company expense and which tolls are personal.”

Working with Flex:

- They were able to track toll usage and separate company expenses;
- *Roofing company* got rid of non-value added work expense
- They kept the same work methods but now working more productive.

Client two: Seafood distribution

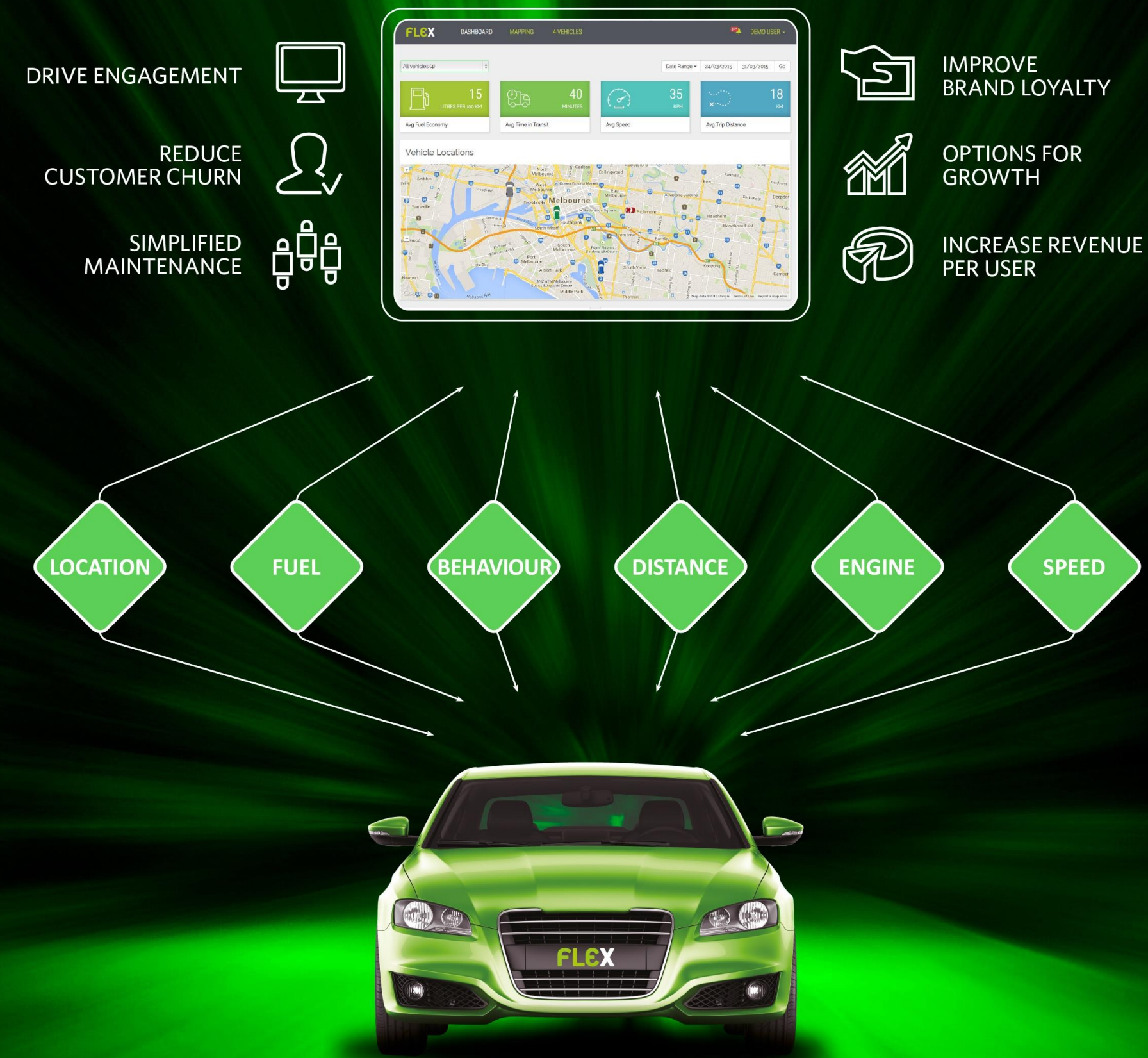
“We just didn’t know where our drivers were at any point, and we would ring around to see who was close to base to pick up another order. Now with FLEX fullboard we can view and track all our vehicles in real time. It is a wonderful tool at our disposal, and it's making our business more efficient.”

Working with Flex:

- You get visual management at a glance;
- They get rid of waste in looking for vehicle locations to customer;
- They keep their customers happy with vehicle location data.

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miRoamer

miRoamer is an aggregation platform which allows automakers and OEMs to access tens of thousands of radio stations, podcasts, audio books, and songs from a single service provider.

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Multiple Content Partners



Global AM FM



Single Aggregation Access Point



Fast
Simple
REST API

Product Features & Access Methods

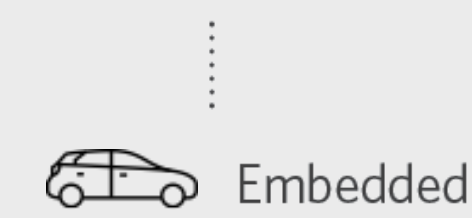
Podcasts

Internet Radio

Audiobooks



Mobile



Embedded



HTML

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Infotainment value proposition



miRoamer.

Simple aggregation platform which provides access to a vast array of content and service providers.

White-label or branded solutions available.

Fully customisable and flexible service offering.

Allows automakers to “own the ears” of their customers.

Currently being used by some of the largest automakers in the world.

Provides a single point for all content needs across multiple territories.

Globally focussed content offering, customisable to multiple territories.

Highly scalable solution.

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The Oracle Partnership



Connexion is actively working with Oracle to identify and close opportunities.

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About Oracle

More than 400 automotive companies run Oracle applications.

20 of the top 20 OEMs* run Oracle applications

15 of the top 15 automotive manufacturers run Oracle applications and technology

20 of the top 20 Fortune 500 automotive manufacturers run Oracle applications and technology

* As ranked by Automotive News

Key Elements of the Oracle Deal

Significant cost savings on existing infrastructure (price per vehicle reduced). Our cloud service costs will reduce


Access to large global sales force. CXZ will become a Platinum Partner of Oracle. Oracle will begin selling the Flex product globally via its 15,000 strong sales force

Integration with Oracle CRM platform, one of the most widely used enterprise platforms in the world (CXZ will build a module which will become available on the Oracle CRM platform).

Oracle CRM platform 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

Multiple active revenue streams

Connexion is focused on generating revenue via multiple sales channels including OEM, B2B, outbound, and through established alliances such as our Oracle partnership.

Monthly subscription (user)	License fee (auto industry partners)	Customisation & consulting fee (industry partners)	Data analytics licensing (partners)
\$10-20*	\$0.25-1.00*	\$100-150*	
Dependent on partner agreement	Once off at time of production	Per resource per hour (time + material)	Potentially very high annuity income
<p>Driven by Connexion's or partner's (eg GM or WEX Australia) marketing program to acquire new users.</p> <p><i>Aggregating annuity income.</i></p>	<p>For supply of miRoamer content (radio, songs etc) to partner's users</p> <p>Fee ratchets up as more content becomes available (eg. through Deezer and Napster agreements)</p>	<p>Highly adaptable products, can be customised to suit distinct user groups targeted by auto industry partner</p> <p>Multiple customisation fees (i.e. initial development, ongoing updates)</p> <p>Consulting services with strategic partners wanting to commercialise their solutions through Connexion's established automaker relationships</p>	<p>Considerable real-time in-vehicle and user metadata collected</p> <p>On-sold to third parties (if permitted under source partner agreement)</p> <p>Continuously augmented by growth in user base of free consumer product versions</p>

Key Numbers (1,000s) –

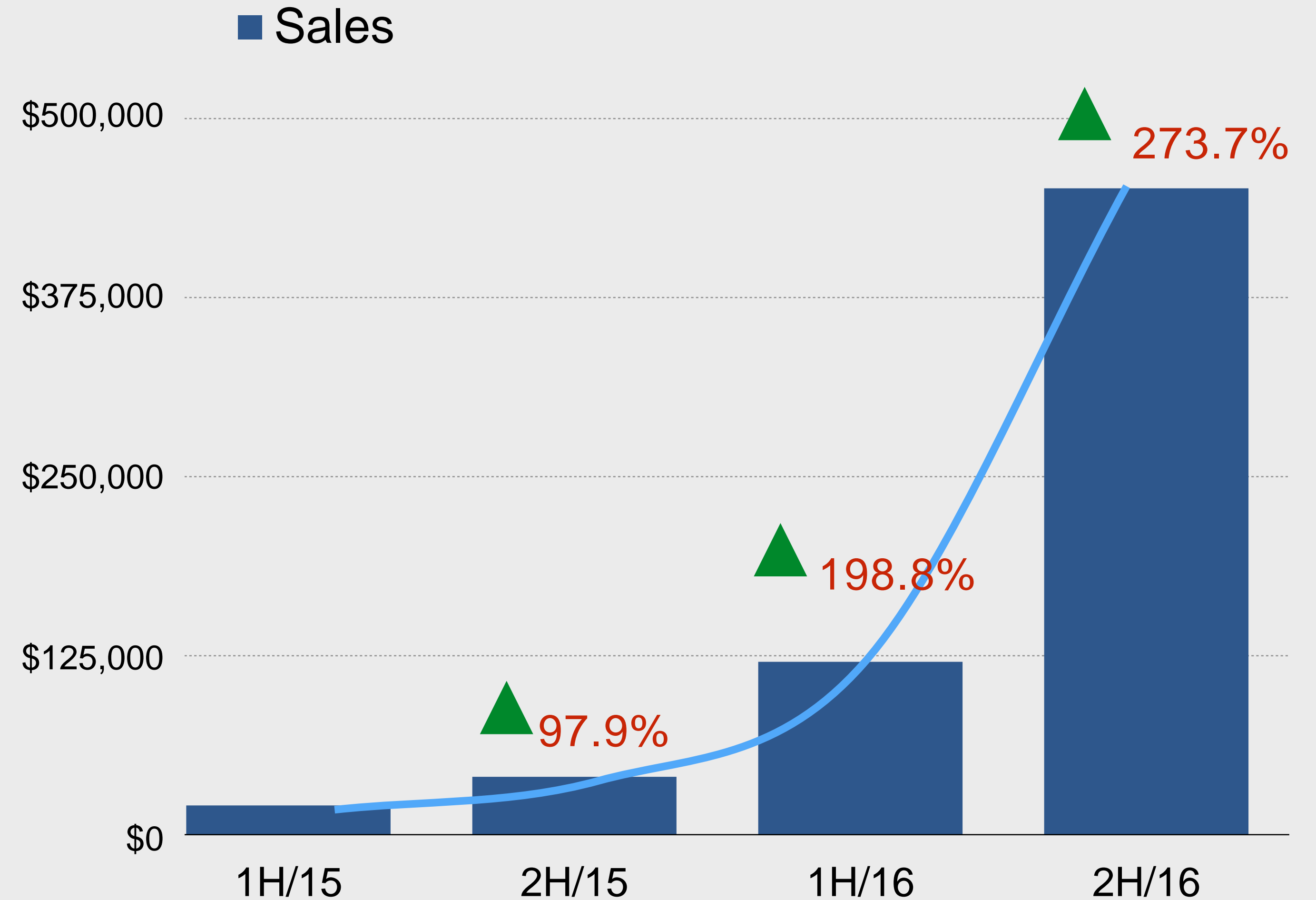
Financial years

	1H/15	2H/15	1H/16	2H/16
Sales	20	40	121	451
R&D Refund	0	0	722	0
Expenses	4,210	1,992	4,092	4,063
Loss Before Tax	4,190	1,910	3,250	3,610

Numbers have been rounded

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- Sales increasing at a significant rate
- Expenses have plateaued in line with 'go-live' status of several product lines. Monthly expense 'burn rate' is now beginning to reduce.
- R&D expenses are becoming the largest component of overall expenditure and provide for significant grant income

Consolidation in the sector has begun

The connected car services sector is currently one of the hottest areas in IoT for investment and M&A activity.

The velocity and volume of interest in the sector is rapidly increasing, with a number of recent notable acquisitions.

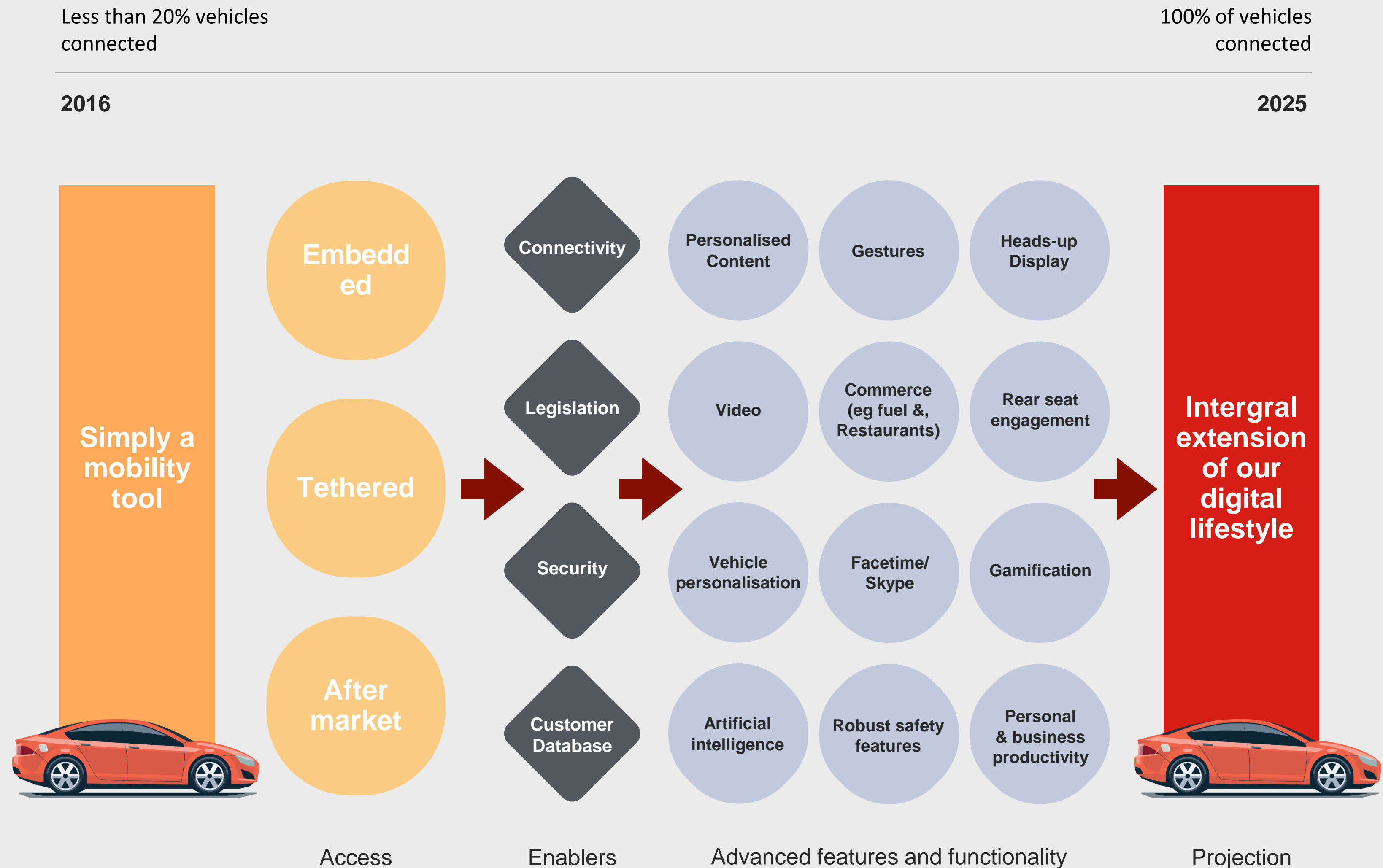
	<p>Fleetmatics (NASDAQ) Fleet telematics for after market</p> <p>Acquired by Verizon for *USD 2.4 Billion (August 2016)</p>
	<p>Telogis (VC Backed unlisted) Fleet telematics for after market</p> <p>Acquired by Verizon for undisclosed amount (June 2016)</p>
	<p>Pelagicore (VC Backed unlisted) SmartCar infotainment open source development business.</p> <p>Acquired by Luxsoft (NASDAQ) for *USD 25 Million (September 2016)</p>

*Numbers have been rounded

Innovation road map

There are a number of enablers which are transforming the automotive landscape.

This will result in the car being an integral extension of our digital lifestyle.



Connexion is actively involved across all sections of the innovation roadmap

The dawn of automotive convergence

Smartphones are the result of a convergence of technology which enables a new feature set which revolutionised the telecommunications industry.

Cars are following a very similar pathway.

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Future-proofing our product pipeline through global innovation partnerships

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 them through our automotive channels

Connexion helps fast-track the commercialisation pathway



JOINT VENTURE PARTNERSHIPS

Provide framework for commercialisation of advanced automotive software services

CONNEXION

Leverages established automotive channels

VEHICLE MANUFACTURERS

Gain direct access to automotive innovation

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Partners and affiliates

Connexion's products and services are being used by some of the world's biggest brands in the automotive, entertainment and data processing sectors.



Strong board and management team

Connexion is lead by an experienced and well credentialed board and management team.



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.



Eric Jiang

Executive Director

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



John Dimitropoulos (JD)

Non-Executive Director

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

Summary

Connexion continues to be a global market innovator in the connected car space.

- Market leading smart car technology in an industry expected to be worth €122.6 billion by 2021
- Strong commercial partnerships from leading global companies, including General Motors, Oracle, and WEX Australia
- Revenue generating technology business
- Commercial Link product launched by General Motors
- Robust SaaS commercial model with multiple revenue streams and significant scalability
- Near term product launches driving transformational revenue growth
- Accelerating growth strategy and international sales expansion



CONNEXION

For more information, please go to:

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