

**ASX Announcement****Connexion miRoamer app to be first infotainment in new SEAT Leon cars**

**1 April 2015, Melbourne, Australia:** Connected car specialist Connexion Media Limited (ASX:CXZ) will see its miRoamer radio and music service app available in all new SEAT Leon cars with the Navi System Plus.

SEAT is part of the Volkswagen Group, and a major Spain-based motor vehicle company operating in 75 countries. SEAT sold 390,500 vehicles in 2014. The miRoamer app is also available in various Volkswagen and Škoda models.

Since its launch in 1999, 1.5 million SEAT Leon cars have been produced and sold in its three generations to date. Made in SEAT's Martorell plant (Barcelona), over 154,000 SEAT Leon cars were sold in 2014.

Connexion's miRoamer, will be the first app available in the new MirrorLink enabled SEAT Leon Infotainment System.

miRoamer will be fitted as standard, and embedded in the Infotainment System, and available for the first time in SEAT Leon cars from early 2015.

"Speed of change in new technologies has modified our buying habits, and so all companies have had to change their business models", said Pablo Barrios, Head of Digital Marketing at SEAT. "The mobile phone has become an extension of people's bodies. The digital era has arrived in full flood. In the case of SEAT, 30% of our investment in the media is targeted at digital channels, a trend that will increase".

MirrorLink connectivity between a smartphone and vehicle infotainment system is achieved with a simple cable connection, allowing the driver access to phone applications such as miRoamer using in-vehicle platforms.

The miRoamer radio and music service app aggregates global content providers, including other aggregators and global AM/FM radio services. Also a platinum service featuring additional options such as genre-based content and virtual storage of music.

## CONTACT

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### 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.

### About miRoamer

miRoamer is a category-leading digital media platform for vastly improved internet radio and music entertainment. It can be installed in a variety of consumer electronics including car radios, smart phones, gaming consoles, televisions and stereo systems. Users get media content from a common platform using as many electronic devices as they wish. miRoamer enables access to favourite content providers and stations as well as customising the access. miRoamer is licensed by some of the world's big and prestigious automotive and consumer electronics companies. [www.miroamer.com](http://www.miroamer.com)

### About SEAT

**SEAT** is the only company in its sector with the full-range capacity to design, develop, manufacture and market cars in Spain. A member of the Volkswagen Group, the multinational has its headquarters in Martorell (Barcelona), exporting more than 80% of its vehicles, and is present in 75 countries. In 2014 SEAT's invoicing totalled almost 7.5 billion euros, the highest figure in its history, with worldwide sales of 390,500 units.

SEAT Group employs 14,000 professionals at its three production centres – Barcelona, El Prat de Llobregat and Martorell, where it manufactures the highly successful Ibiza and Leon, amongst other models. Additionally, the company produces the Alhambra in Palmela (Portugal), the Mii in Bratislava (Slovakia) and the Toledo in Mladá Boleslav (Czech Republic).

The Spanish multinational also has a Technical Centre, which celebrates its 40th anniversary in 2015. This 'knowledge hub', bringing together 900 engineers, aims to be the driving force behind innovation for the number one industrial investor in R&D in Spain. In line with its declared commitment to environmental protection, SEAT undertakes and bases its core activity on sustainability, namely reduction of CO<sub>2</sub> emissions, energy efficiency, as well as recycling and re-use of resources.

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