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# CONNEXION

Connexion Media Limited Corporate Presentation

ASX: CXZ

November 2014

# Disclaimer

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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

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**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** will be the Interim Non-Executive Chairman for the listed company. 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** will join the team as Non-Executive Director. 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 with Bell Potter Securities, and a responsible executive for the Australian Stock Exchange.



**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.

# What we do

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

**Connexion Media** (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. Our headquarters are in Melbourne, Australia, with a sales office in Cambridge, UK.

## We currently have two core product offerings:

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

**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.

### ASX: Connexion Market Data (as 12/11/14)

Share Price	\$0.18
Shares on Issue	79.4 million
Market Cap	\$14.3 million
52 Week High	\$0.255
52 Week Low	\$0.14
Cash	\$2.66 million (30 Sept)

# Recent announcements



29 August

Debut on ASX after raising of \$3.34m in IPO



9 September

License agreement with BKS Technology



24 September

Partnership with Car Connectivity Consortium's MirrorLink® Developer Fast Track program



3 October

miRoamer Android app launched at Paris Motor Show



6 October

Agreement with automotive giant Continental



8 November

Volkswagen includes miRoamer in Polo, Passat and Beetle



11 November

Samsung showcases miRoamer at San Francisco developers conference



14 November

Connexion announces new cloud-based connected vehicle management service

# Size of global market

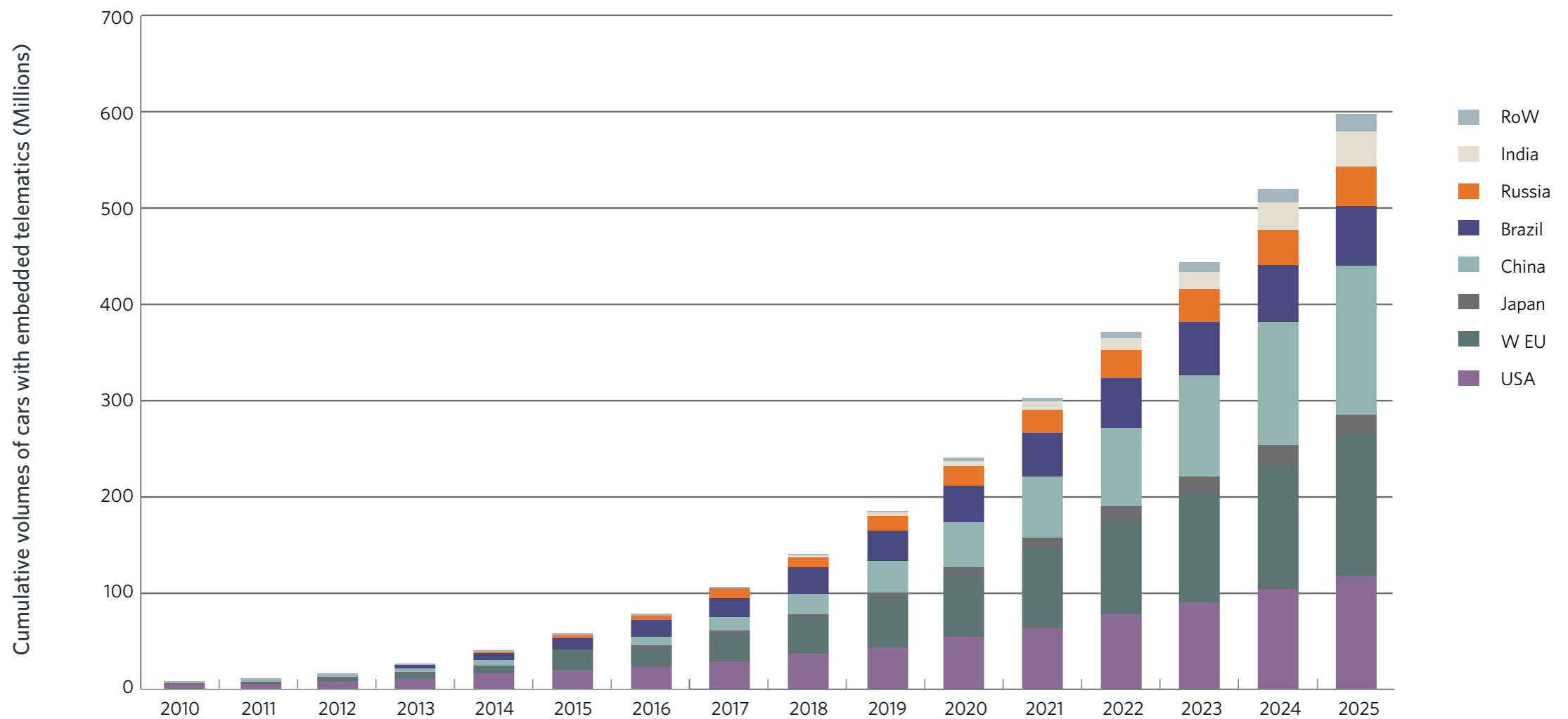
*The connected vehicle market is in its infancy, but is about to explode.*



# Growth forecast embedded telematics

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CUMULATIVE VOLUME, BY REGION



Source: SBD 2012

# Market growth



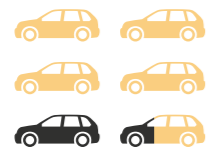
20%

of new vehicles connected by 2015



100%

of new vehicles connected by 2025



140 million

total vehicles connected by 2018



600 million

new vehicles connected by 2025

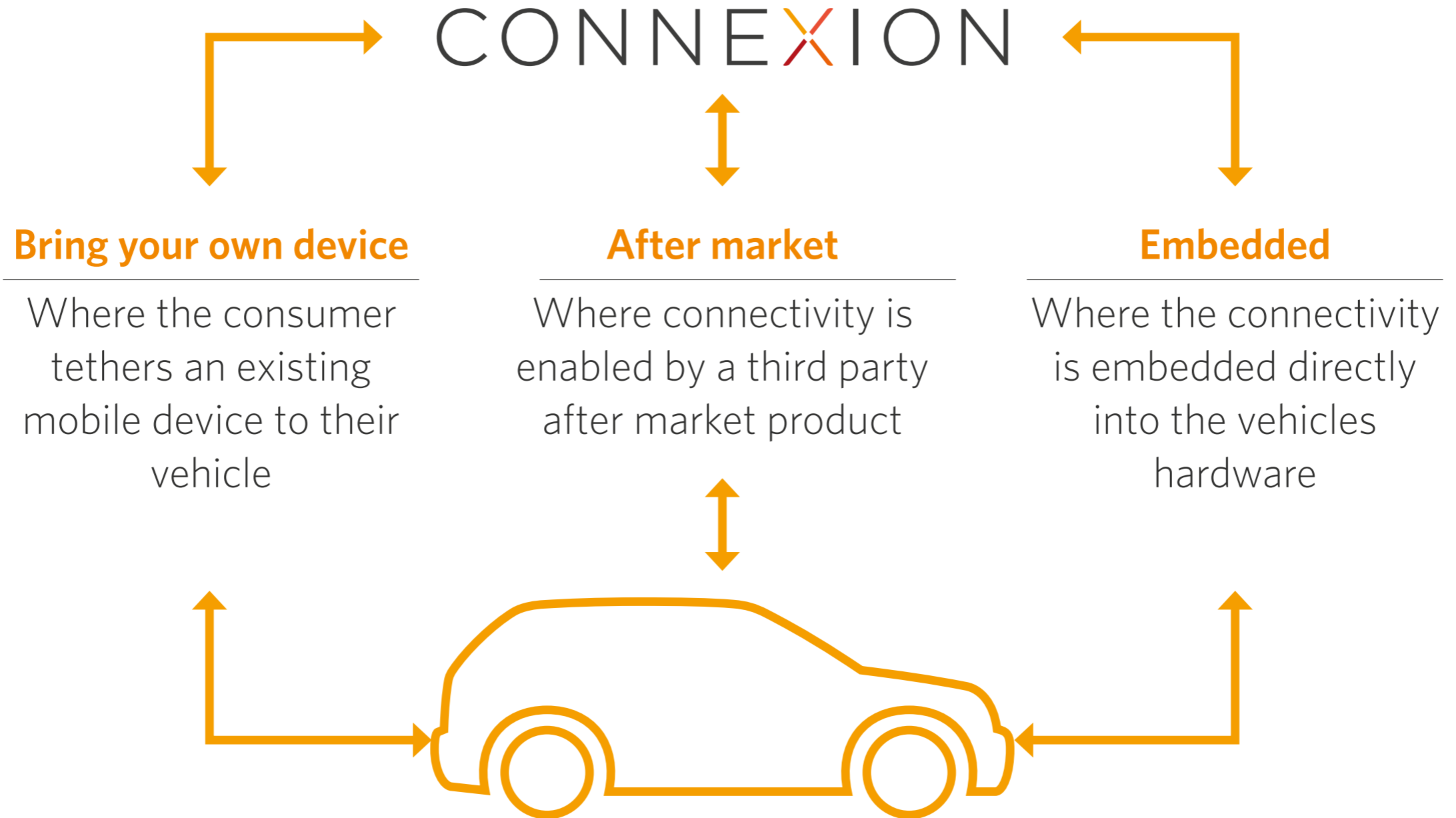
**\$35 billion (AUD)**

estimated value of services in connected cars **by 2018**



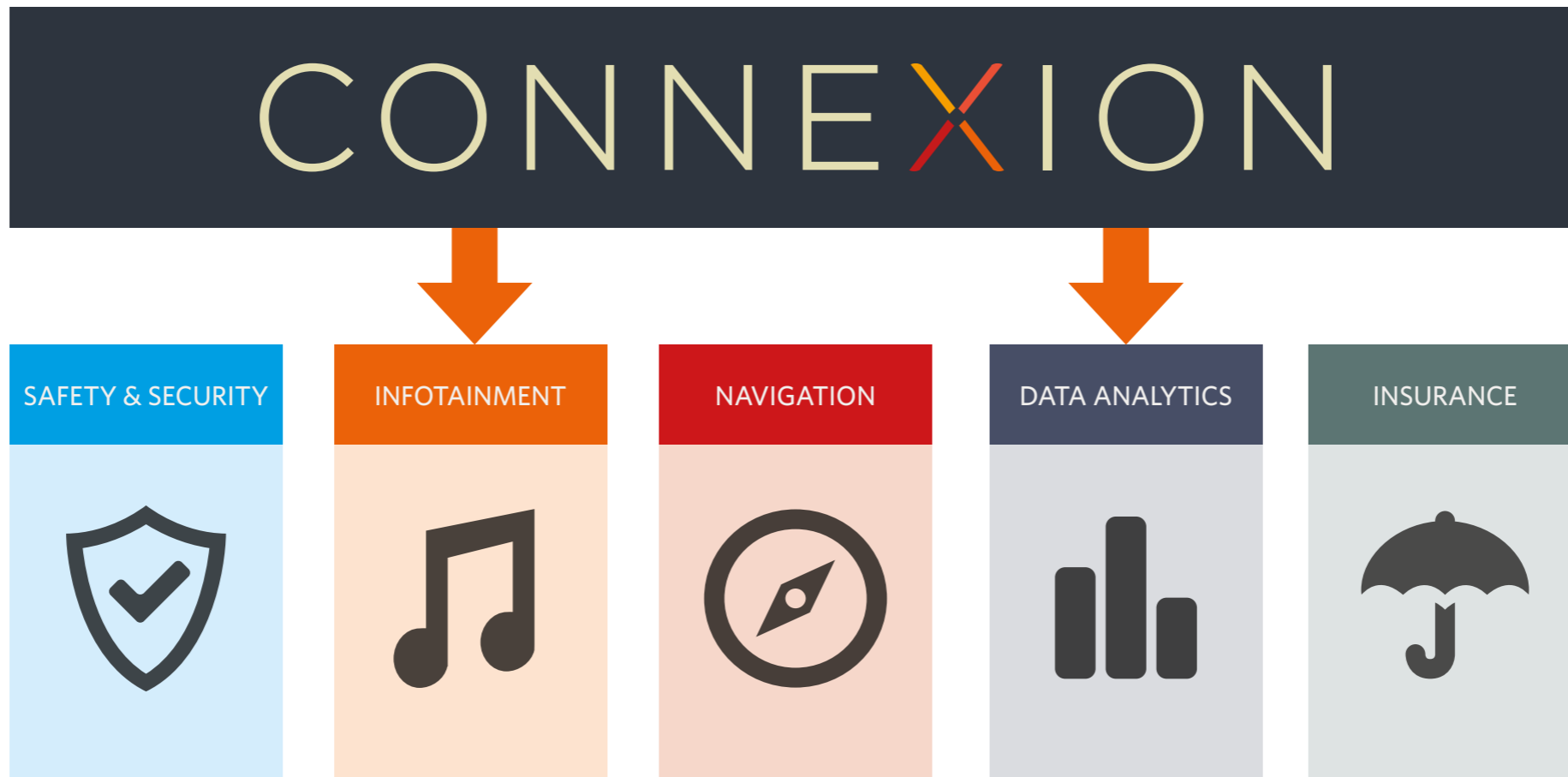
# The connected vehicle ecosystem

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# Industry segments

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

Source: GSMA

# Our products

*We currently have two core products with additional developments in the pipeline.*



# miRoamer overview



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 is 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

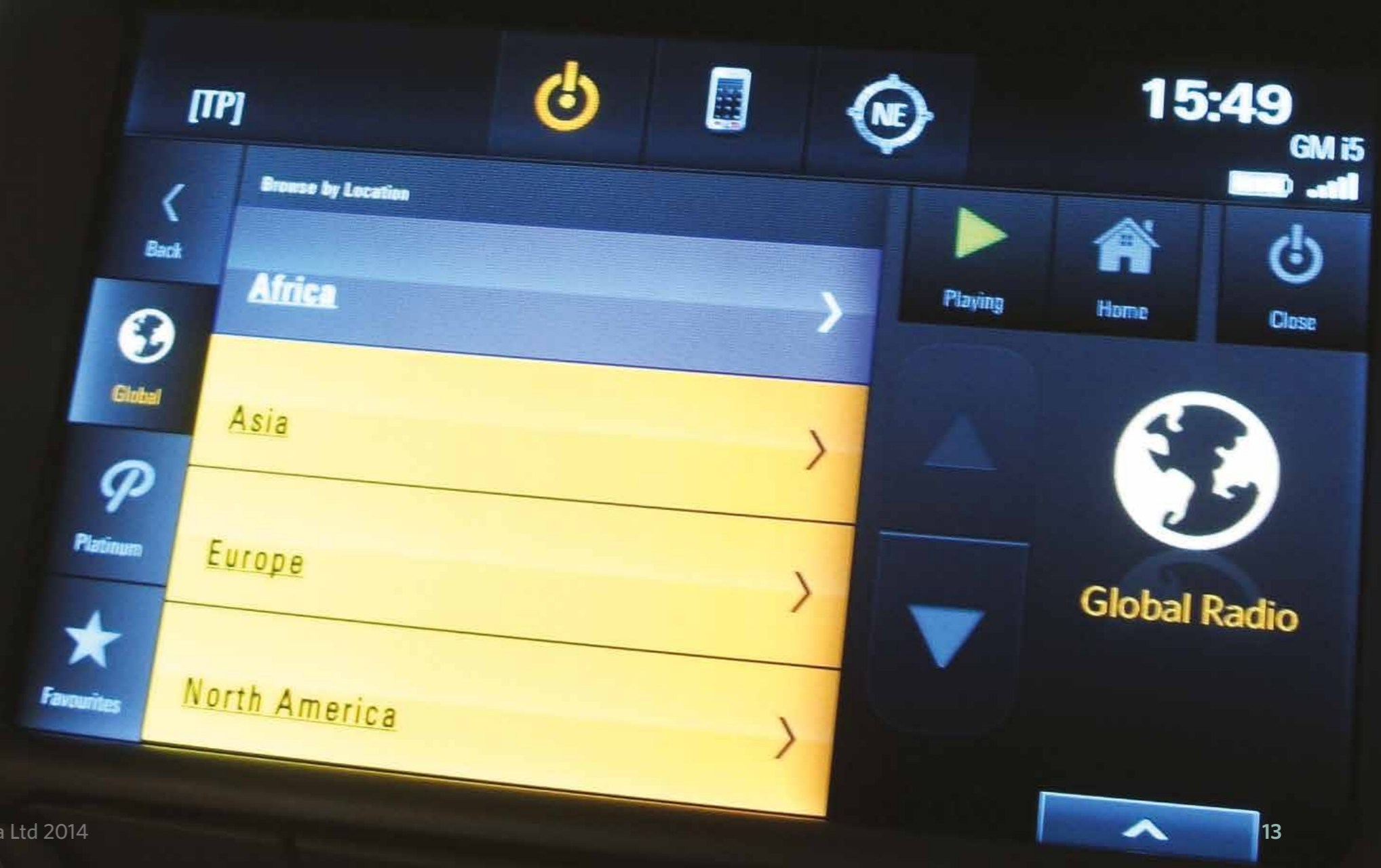
miRoamer has multiple revenue streams

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mir<sup>o</sup>amer

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



# Flex overview

## 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.

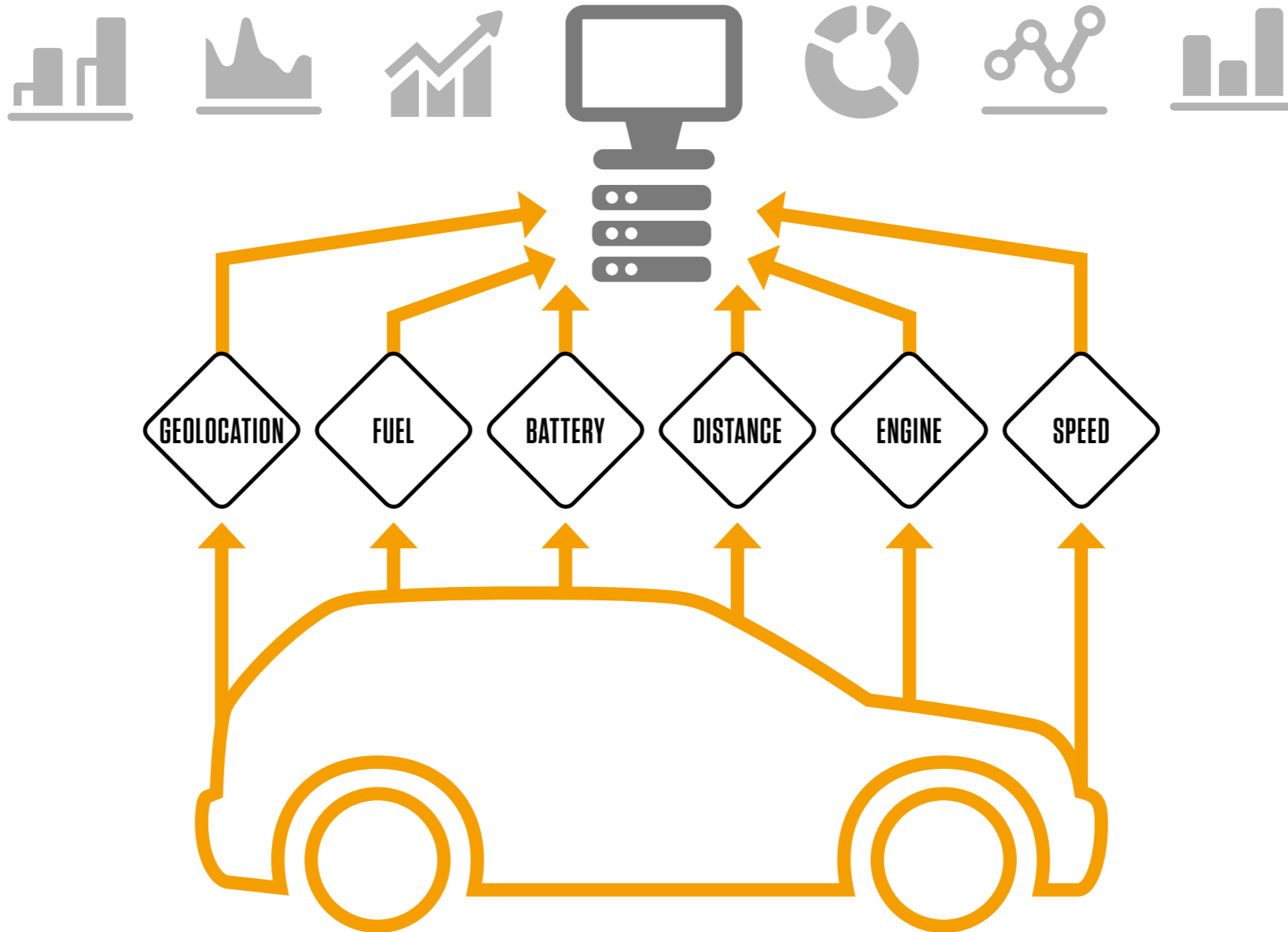
Flex is an extremely powerful system. It simultaneously tracks – in real time – all key performance indicators in your vehicles and can provide you with instant notifications.

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.

# How Flex works

## FLEX



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# Flex marketing strategy

Product will be marketed through the following channels:



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# Go to market strategy

There will be a three phase roll-out of Flex, as follows:

- 1:** Australia, China and the United Kingdom
- 2:** South East Asia and Continental Europe
- 3:** United States, Canada, Middle East and South America

**Distribution** will be through direct sales (web and field) and through channel partners (reseller sell-through)

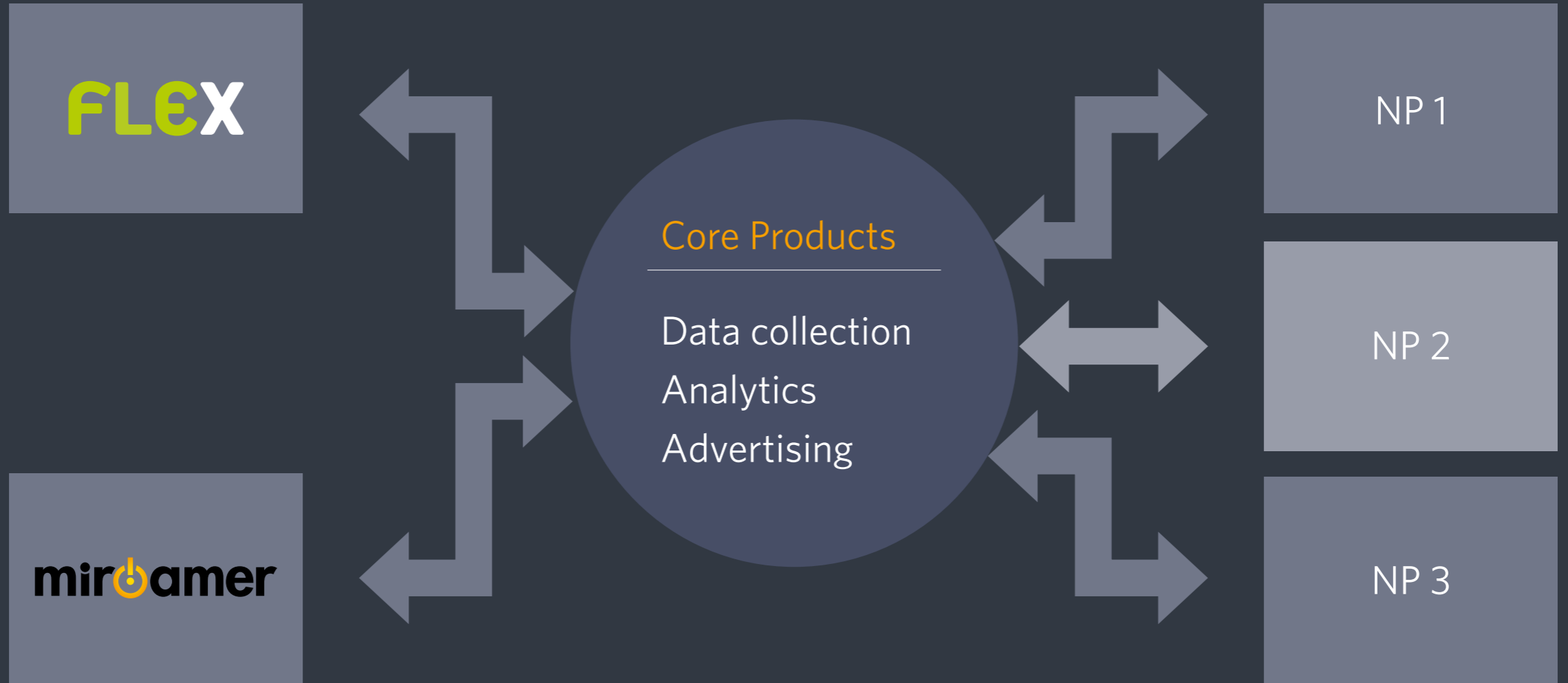
**Target market** is small fleet owners (1-20 vehicles).

**Total addressable market** in Australia alone is **2.6 million vehicles**

(source: Fleet Partners)

# Connexion growth strategy

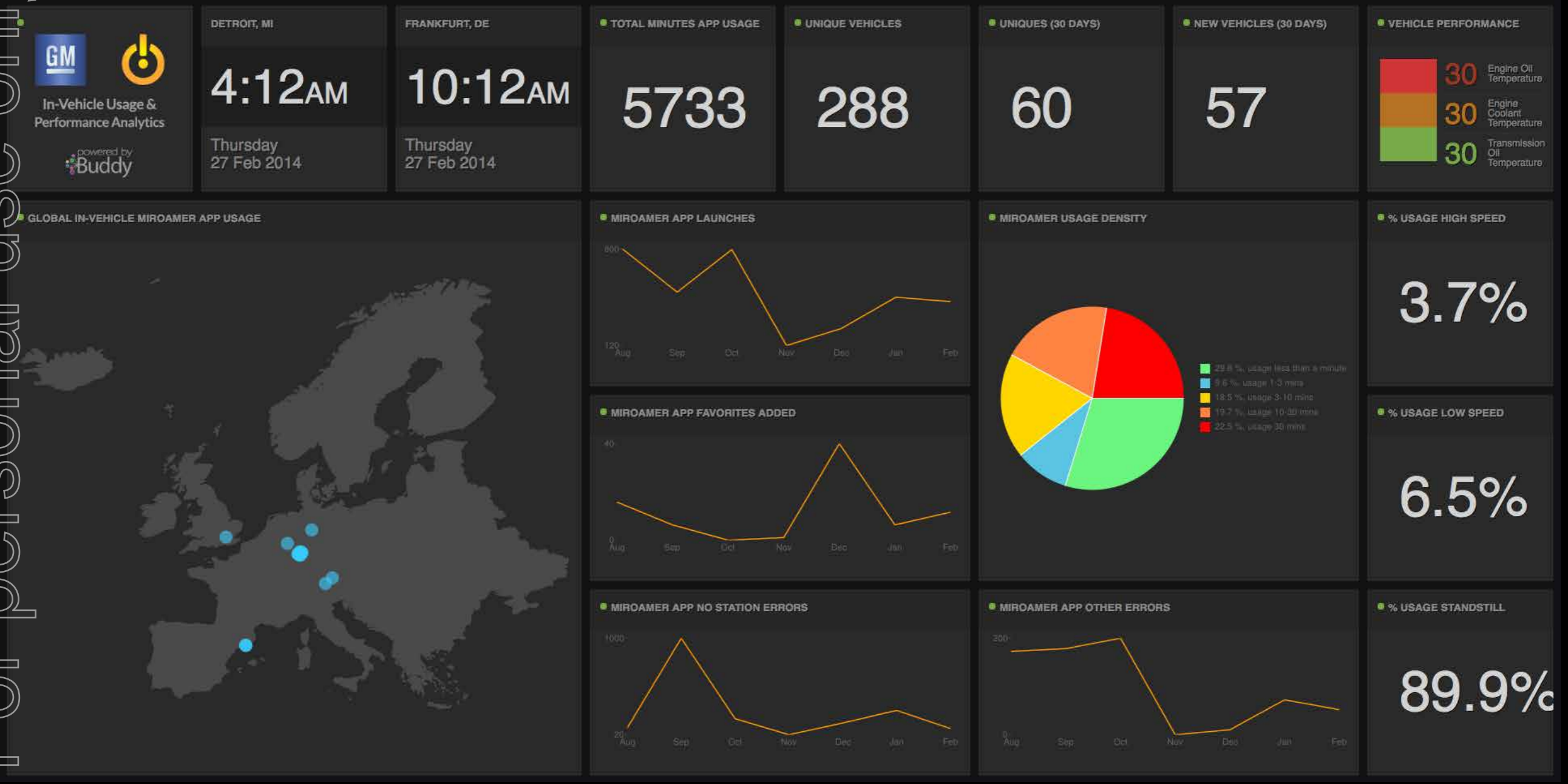
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NP = new product

# Sample data analytics

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All our products provide data streaming into our analytics service.

# Revenue sources

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# Industry partners

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

# Industry partners & opportunities



General Motors Corp



Samsung



Continental Aktiengesellschaft



BKS Technology

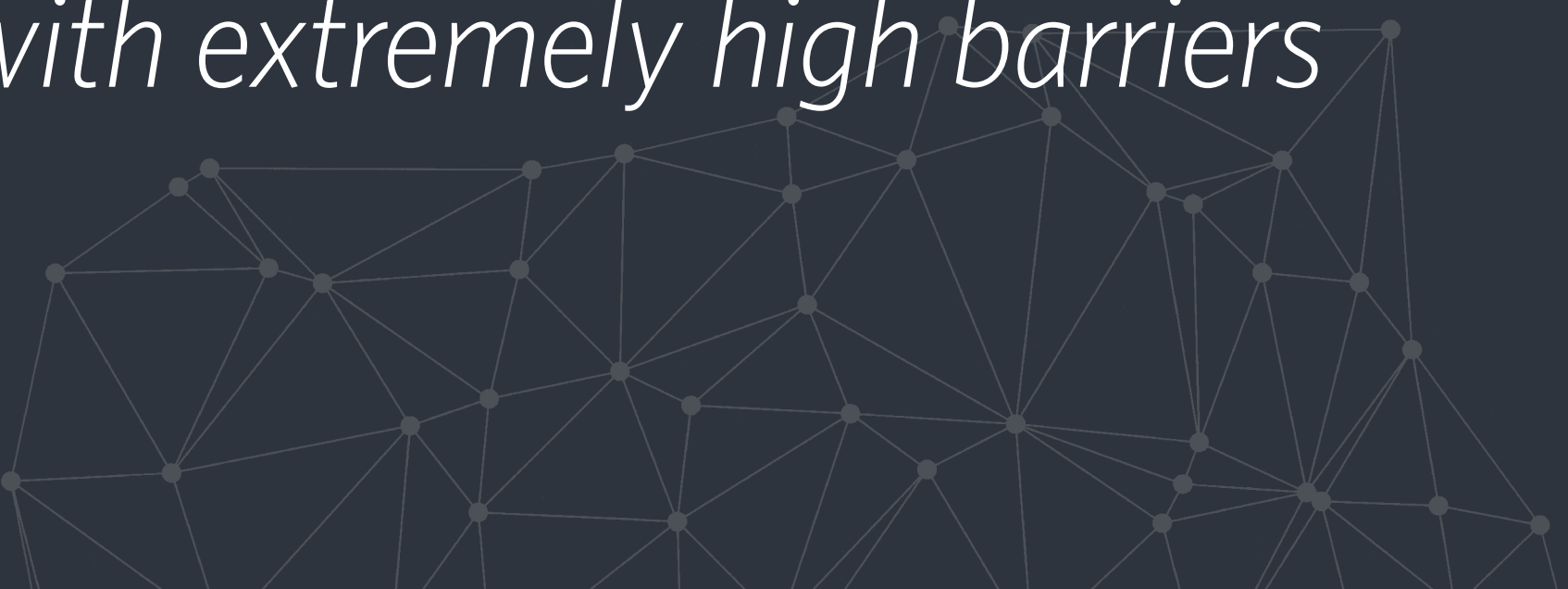


Volkswagen Group

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# Summary

*Connexion has a head-start with an established brand, in a rapidly growing industry, with extremely high barriers to entry.*



# Summary

Web 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

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# 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

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**Flex** has only been recently announced, but has a clearly defined marketing and sales strategy

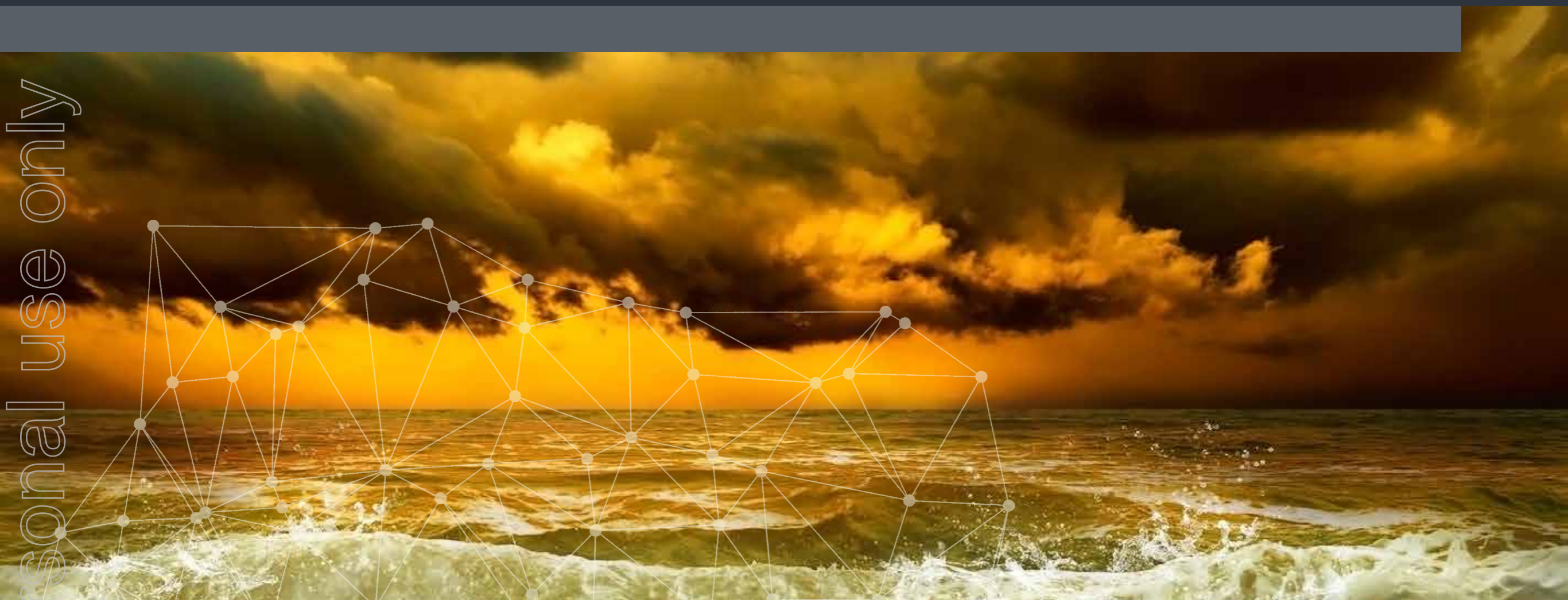
There is a three phase roll-out plan to take the product international

The addressable market is nearly 2.6 million vehicles in Australia alone

Flex expect to generate revenue in early 2015

# Thank you

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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)