

ASX Announcement**Top Tier Finance Executive Appointed as CFO**

- Top tier finance executive, Mr Graeme Sala joins Connexion Media as Chief Financial Officer
- As CFO, he will lead the Company's financial strategy, risk management and planning functions as it continues its transition from an innovative start-up to a revenue generating company
- Mr Sala brings over 25 years of financial experience, having worked for various Australian and multi-national entities including Medibank and Dome Advisory
- Appointment strengthens Connexion's leadership team, adding vast financial and strategic knowledge as the Company establishes itself as a leading global provider of smart car software

13 January 2016, Melbourne: **Connexion Media Limited** (ASX:CXZ) ("Connexion") is pleased to announce the appointment of Mr Graeme Sala as Chief Financial Officer (CFO), effective from 18 January 2016.

Mr Sala brings over 25 years of financial and operational leadership experience to the role and will be responsible for managing the Company's financial strategy as it continues to rapidly expand both in Australia and overseas. Based in Melbourne, Mr Sala will report to CEO, George Parthimos.

Mr Sala joins Connexion from Dome Advisory, a London headquartered multi-disciplinary advisory firm with operations in Melbourne, where he was the Principal Investment Advisor. In this role he was responsible for providing balance sheet management, treasury and investment advice to various domestic and multi-national listed and private corporates, as well as institutions in the insurance and superannuation sectors.

Prior to Dome Advisory, Mr Sala held the role of Head of Investments/Treasurer for Medibank Private Limited, a leading integrated healthcare company providing private health insurance and health solutions to 3.9 million people in Australia and New Zealand. During his ten-year tenure Mr Sala was responsible for all treasury activities covering the Medibank Group. He was a key member of the finance leadership team and demonstrated strong technical and analytical skills as well as effective organisational and leadership skills.

Mr Sala's appointment expands the management's expertise and strategically positions the Company to execute on its corporate growth strategy to become a leading provider of smart car software for Internet connected vehicles.

Mr Sala holds an MBA degree from Federation University in Ballarat and a double Bachelor degree in Business from Deakin University in Melbourne.

George Parthimos, CEO of Connexion Media, commented:

"Mr Sala is a results-orientated finance executive who has accumulated extensive experience over the course of his very impressive career. His appointment reflects the Company's strong focus on transitioning from a tech start-up to a revenue generating and market-leading provider of smart car software. We are delighted to have a CFO of Mr Sala's calibre join our Company at this point in our journey."

Graeme Sala, CFO of Connexion Media, commented:

"The Internet connected car industry is a growing sector with enormous potential and I am excited to join Connexion Media, a company at the forefront of innovative smart car software. I look forward to taking up my role and playing a critical part in this Company's success as it grows in Australia and overseas."

Ends**Media queries:**

Andrew Ramadge

Media & Capital Partners

T: +61 475 797 471

E: andrew.ramadge@mcpartners.com.au

About Connexion Media

Connexion Media specialises in developing and commercialising smart car software apps and services for internet-connected vehicles and mobile devices. The Company is headquartered in Melbourne, Australia and currently has offices in Cambridge, Detroit, Kochi and Seattle.

Connexion has two core products in commercialisation, Flex and miRoamer. Flex is a highly sophisticated smart car solution that allows car fleet managers to manage an entire fleet of vehicles from a mobile phone or computer and deliver cost efficiencies through reduced maintenance costs. Flex is able to track a range of real time and historical data including vehicle locations, distance travelled, fuel consumption, battery life, engine performance and absolute and average speeds travelled. It is also able to monitor driver behaviour and instantly send notifications and alarms to vehicle owners and fleet managers.

miRoamer is a next generation internet radio product that allows users to pick up radio stations from broad geographies, including international stations. miRoamer has become the world leader in internet radio technology, delivering a superior understanding of the technical, content and marketing demands of radio manufacturers and car makers alike.