

ASX Announcement**LANDMARK PRODUCT LAUNCH
AS GM's COMMERCIAL LINK GOES LIVE IN THE U.S.A.**

- General Motors (GM) formally launched a new small business vehicle management service called "Commercial Link" for its customers across the US on 1 April
- Connexion Media supplies software and support services for GM's Commercial Link Small Business vehicle management service
- Transformational revenue generation expected for Connexion Media, with sales expected to accelerate strongly following the commencement of GM's Commercial Link service awareness and promotional campaigns
- Commercial Link launch marks a watershed milestone in Connexion's journey

4 April 2016, Melbourne: **Connexion Media Limited** (ASX:CXZ) ("Connexion") is pleased to announce that its customer GM (NYSE:GM) officially launched its new Commercial Link service to vehicle customers in the USA.

Commercial Link is the world's first service of its kind to be designed and developed using embedded in-vehicle connectivity.

Commercial Link is specifically designed for small businesses to access key information about their vehicles, such as location, fuel level, miles driven and maintenance needs at any time. Leveraging GM's embedded OnStar hardware, Commercial Link provides small business owners with a detailed, near real-time view of their vehicle operations to more efficiently manage their fleet. Additionally, it saves owners the cost of adding aftermarket hardware to access their vehicle data.

Commercial Link is now available on most 2015 model year and newer GM Chevrolet, Buick, GMC and Cadillac vehicles. Customers that sign up will receive instant access to vehicle information through a website for US\$10 per vehicle per month. GM plans to launch a Commercial Link mobile app for both Android and Apple devices in mid-2016.

Connexion anticipates transformational revenue generation to follow.

Ed Peper, U.S. vice president, General Motors Fleet, said:

"Our customers are always looking for ways to increase the productivity of their vehicles, while at the same time saving money to become a better business. Commercial Link is going to give them an up-to-date component they crave so that they are always in touch with their vehicles' performance and location, no matter where they are."

George Parthimos, CEO of Connexion Media, commented:

"The launch of GM's Commercial Link service to vehicle customers via its network of over 4,000 dealerships marks a watershed moment in Connexion's journey."

"We expect sales of Commercial Link to accelerate strongly following the commencement of GM's extensive marketing program. This will deliver transformational revenue generation for Connexion."

Further details on Commercial Link can be found on [GM's Commercial Link announcement](#) and by visiting www.gmcommercialink.com.

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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.