

ASX Announcement**GM Accelerates Marketing of Commercial Link**

- GM accelerates its sales and marketing campaign for its Commercial Link (CL) service
- Initiatives include an upgraded Commercial Link product website that features a short promotional video and direct download links for the iOS and Android Apps for the service
- Already delivering a sharp increase in user subscription numbers and customer traffic to the Commercial Link website
- Expected to convert to revenue uplift in H2 FY16

18 August 2016, Melbourne: **Connexion Media Limited** (ASX:CXZ) ('Connexion') is pleased to announce that its partner General Motors (GM) has launched an accelerated sales and marketing campaign for its Commercial Link (CL) service.

As a result, Connexion has received a rapid increase in customer traffic to the Commercial Link website along with a sharp increase in user subscription numbers. This is expected to deliver an uplift in revenue for the Company in the coming months.

The GM led marketing campaign includes an upgrade of its Commercial Link product website, which can be visited at www.gmcommerciallink.com. The upgraded site includes a short promotional video for potential customers which highlights the features and functionality of the service, including GPS location tracking, fuel efficiency and maintenance monitoring as well as remote lock/unlock. Furthermore, the site now includes direct download buttons, allowing new customers to easily access GM's recently launched iOS and Android Apps for the service. In addition, GM is continuing with its program of trade shows and other promotions.

The increase in sales and marketing activity from GM coincides with the annual cycle of model-year change overs, making it the optimal time to raise the profile of Commercial Link with prospective new GM vehicle buyers.

George Parthimos, CEO of Connexion Media, commented:

"We are very happy to see the increased marketing activity that GM is putting behind its Commercial Link service. As GM's partner, we have already begun to see the knock on effects of its promotional campaign, with a rapid uptick in the amount of traffic to the Commercial Link website and an encouraging increase in user subscription numbers. We look forward to seeing this increase in customer interest translate to uplift in revenue for the Company in the months to come."

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Media queries:

Andrew Ramadge
Media and 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.

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