

**ASX Announcement****Connexion reaches Gold Status as a Microsoft Partner*****Parties to explore opportunities in connected car software services***

- Connexion Media has become a Gold Status Partner of Microsoft's Go-To-Market Services
- Microsoft Go-To-Market Services will help Connexion open new doors through joint launch planning, global expansion, channel development, leads sharing and more
- Partnership will help Connexion reach new customers worldwide through exposure to tens of thousands of Microsoft sellers and channel partners
- Both parties to explore opportunities with the newly announced Microsoft Connected Vehicle Platform

**20 February 2017, Melbourne Australia:** Connexion Media Limited (ASX:CXZ), an innovator in the connected car market, is pleased to announce that the Company has been invited to become a Gold Status Partner for connected car services with Microsoft's Go-To-Market Services.

Gold Status recognises Connexion's unique and innovative vehicle telematics solution and the Company's leading position in connected car SaaS sales globally. Connexion joins other brands such as Citrix, Docusign and HP, that are also Gold Status Partners.

Co-selling with Microsoft is one key benefit of attaining gold status. With tens of thousands of field sellers and hundreds of thousands of channel partners, Connexion and Microsoft will partner to ramp customer sales of Connexion's connected car services to Microsoft's extensive global customer network which includes global automakers and vehicle fleet managers.

Connexion is an existing customer of Microsoft's cloud services platform Azure, which it uses to power its telematics solutions including General Motors' Commercial Link service. Microsoft Azure is a collection of integrated cloud services that encompasses analytics, computing, database, mobile, networking and storage functions.

Microsoft announced a new cloud platform for connected cars, the Microsoft Connected Vehicle Platform, at the Consumer Electronics Show in Las Vegas in January 2017. The platform is a set of services built on the Microsoft Azure cloud that is designed to empower auto manufacturers to create custom connected driving solutions.

Microsoft continues to build momentum through partnerships with a number of automakers, including Renault-Nissan, Volvo, and BMW.

**George Parthimos, CEO of Connexion Media, said:**

"We are pleased to have been invited by Microsoft to become a Gold Status partner gaining exposure to tens of thousands of Microsoft direct sellers and channel partners. We also look forward to working with the Microsoft Connected Vehicle Platform team in Seattle USA to further explore opportunities in the internet connected vehicle space."

**Toby Bowers, Director, Developer Experience, Microsoft Australia, said:**

“Traditional automakers are facing disruptions from modern forces, particularly the rise of the connected car which is creating the next generation of driving experiences. As the prevalence of internet connected cars continues to grow, we look forward to helping global automakers make intelligent vehicles in conjunction with connected car pioneers such as Connexion Media.”

**Ends**

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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 and Detroit.

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.