

**ASX Announcement****Flex Rebrand – Launch of ‘CXZ Telematics’**

- The Company has officially rebranded its “Flex” telematics offering, renaming the service as “CXZ Telematics”
- Strengthens the Company’s profile within the direct Australian B2B channel, with small vehicle fleet managers able to sign up to Connexion’s SaaS telematics products via new website
- Rebrand of the service ensures a unique brand name for the Company’s offering globally
- CXZ Telematics was launched in Australia on 1 February 2017, with the US and European launch to follow
- Marketing campaign launched, including outbound call centre activation and increased sales team to drive uptake of the service

**2 February 2017, Melbourne Australia:** Connexion Media Limited (ASX: CXZ), an innovator in the connected car market, is pleased to announce the rebrand of its “Flex” solution, with the service renamed as “CXZ Telematics”. The rebrand of the service ensures a unique brand name for the Company’s telematics offering across the globe.



*Image above: new CXZ Telematics logo*

The rebrand strengthens the Company’s profile within the direct Australian B2B channel. The rebranding is consistent with Connexion Media’s corporate strategy of growing B2B sales, a core customer segment the Company is targeting for growth.

Small fleet managers are now able to sign up to Connexion’s SaaS telematics products via the newly revamped website. The new site contains details about CXZ Telematics and pricing information. The website can be visited via this link <http://www.cxztelematics.com/>.

CXZ Telematics was launched in Australia on 1 February 2017. At a later date in 2017, Connexion Media will formally launch CXZ Telematics across North America and Europe through the Company’s existing networks and channels in these geographies.

In conjunction with the rebranding, the Company has launched a coordinated marketing campaign to drive uptake of the service. The campaign includes outbound call centre activation and an extensive advertising and digital media push that is targeted at increasing subscriptions. The Company is also increasing its sales capabilities via the hiring of channel managers and account executives to drive sales of the offering.

The Company’s CXZ Telematics offering 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. CXZ Telematics is able to track a range of real time and historical data including vehicle locations, distance travelled, battery life, engine performance and absolute and average speeds travelled.

CXZ Telematics is designed to be device agnostic, meaning the system can ingest inbound telematics data from any type of hardware device including OEM embedded, OBD dongle, mobile app, or after-market hard-wired black box solutions. In addition, the new system is highly scalable and can be quickly and easily deployed across multiple geographic territories.

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

“Connexion Media is continuing to emerge as a market leader in the Internet of Things connected car future. To further drive our sales, we are initiating a coordinated marketing push of our rebranded service which includes an increase in our sales team to drive subscriber growth of the CXZ Telematics offering.

“In the months ahead, we look forward to growing our B2B sales channel, which is a key strategic priority and growth area for the Company.”

**Ends**

**Media queries:**

Andrew Ramadge

Media & Capital Partners

T: +61 475 797 471

E: [andrew.ramadge@mcpartners.com.au](mailto: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 and Detroit.

Connexion has two core products in commercialisation, CXZ Telematics and miRoamer. CXZ Telematics 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. CXZ Telematics 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.