



HearMeOut Successfully Grows User Base

Earlier this month, HearMeOut achieved a major milestone by reaching a top 10 spot in the most downloaded social media apps in the USA along with Facebook, Facebook Messenger, WhatsApp and Pinterest. Coming in at number 6 among most downloaded social media apps. HearMeOut was also ranked 35 overall ahead of popular apps such as Skype Mobile.

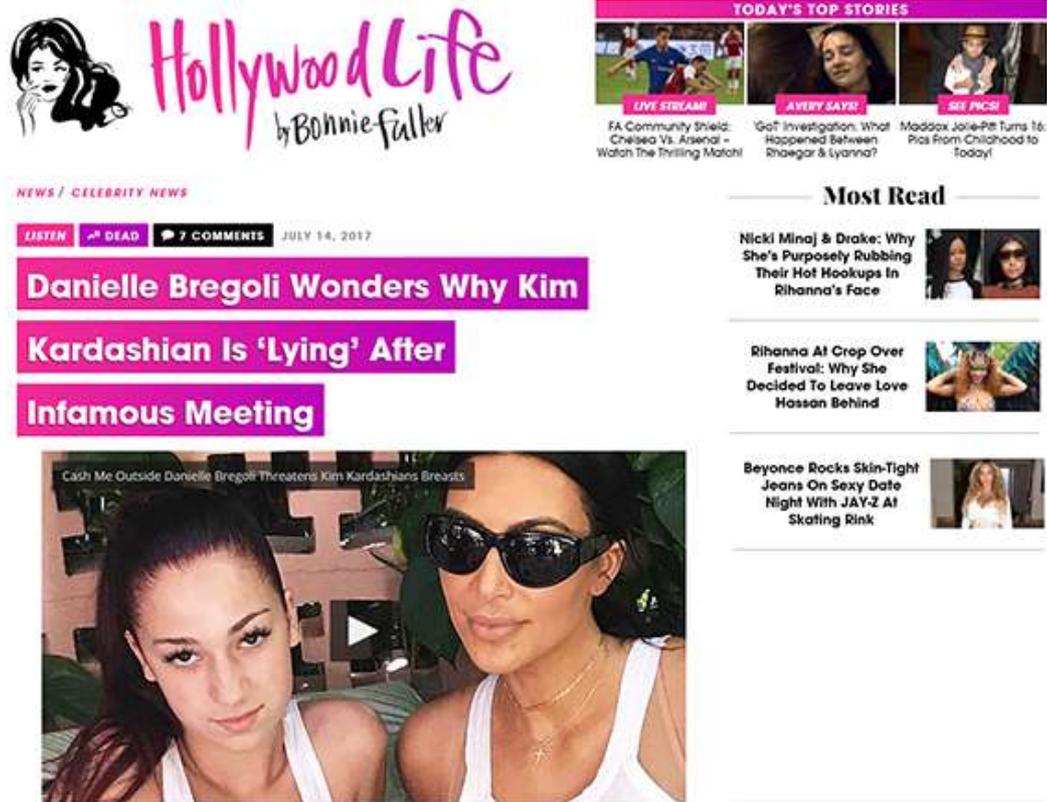


User Growth Strategies

The successful outcome above is the result of HearMeOut implementing its strategy for user acquisition which contains two main focuses:

1. The Company has been surgically applying funds raised to get the most optimal result in signing up influencers who can bring the most users onto the platform with the least investment needed to gain these users. The Company has signed top social media star Danielle Bregoli, which has yielded pleasing results. She has already brought over 50,000 new followers into the app and her posts were played hundreds of thousands of times in and out of the app. HearMeOut has also been mentioned in the media with regard to Danielle using the app to discuss her recent fall out with Kim

Kardashian. [Click here](#)



The screenshot shows the Hollywood Life website by Bonnie Fuller. The main headline reads: "Danielle Bregoli Wonders Why Kim Kardashian Is 'Lying' After Infamous Meeting". To the right, there is a "TODAY'S TOP STORIES" section with three items: "LIVE STREAM! FA Community Shield: Chelsea Vs. Arsenal - Watch The Thrilling Match!", "AVERY SAYS! 'Got' Investigation: What Happened Between Khloe & Tyanna?", and "SEE PIC! Maddox Jolie-Pitt Turns 16: Pics From Childhood to Today!". Below this is a "Most Read" section with three items: "Nicki Minaj & Drake: Why She's Purposely Rubbing Their Hot Hookups In Rihanna's Face", "Rihanna At Crop Over Festival: Why She Decided To Leave Love Hassan Behind", and "Beyonce Rocks Skin-Tight Jeans On Sexy Date Night With JAY-Z At Skating Rink". At the bottom of the main article area is a photo of Danielle Bregoli and Kim Kardashian with the caption "Cash Me Outside Danielle Bregoli Threatens Kim Kardashians Breasts".

2. The Company employed other aspects of the digital marketing mix including digital and search advertising, social media and campaigns with media organisations. This work has added over 50 unpaid influencers to create small communities within the app that have increased usage and retention.

During the quarter, HearMeOut's total user base grew by 50%. In addition, the engagement in and out of the app (new posts, post plays, etc.) grew by over 300% compared to the previous quarter. The growth in user signup and engagement is also an indication of the improvements made to the HMO platform including the addition of filters and more compelling content.



"We believe in the importance of building HearMeOut's user base, both from the bottom-up and from the top-down, with signing more and more high caliber influencers and creating a great amount of small organic communities. All this while adding and creating interesting content for our growing user base." Issy Livian, Co-Founder.

Connected Car

HearMeOut announced last week that Ford and Apple have approved HearMeOut's version to be used in Ford Vehicles. Having HearMeOut available and working on nearly all mobile devices will enable the partnership with Ford to extend to more geographical regions. Currently, the HearMeOut platform is available to download in Ford vehicles in the UK and Ireland with plans to be rolled out in additional markets in 2017.

In May 2017, the Company signed up influential connected car expert, Mr. Scott Lyons who is also a consultant to Ford Motor Corporation as an advisor. Mr. Lyons has advised the Company since its successful bid to become a member of the SmartDeviceLink (established by Ford Motor Company and Toyota Motor Company. The SDL also includes manufacturers such as Mazda Motor Corporation, Subaru, Suzuki, PSA and Daihatsu as members).

Membership of this elite group has allowed the Company to begin discussions with leading automotive companies and important connected car technology players. These discussions are ongoing. The Company will continuously pursue new ways to generate revenue from B2B licensing opportunities with connected car players.



Mr. Lyons added: "I am extremely excited to be joining HearMeOut as I believe they are tapping into a unique market by delivering in car experiences that are desirable to the wider driving public. Its platform represents an innovative way to empower car drivers with hands-free social content and I am looking forward to helping HearMeOut expand its offering to make this solution more widely available for end consumers across the globe."

New Version of HearMeOut Platform



HearMeOut has recently released a new version of its innovative platform designed to improve the consumer experience and boost the Company's user base.

The upgrades encompass the following changes:

- Voice filters- to appeal to the younger demographic who have taken a liking to the app
- Ability to share HearMeOut posts on Instagram
- Expansion of server capabilities to support massive downloads and user activities

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