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**Life
Changing**

||NI||
NUHEARA
IQbuds™



Nuheara Ltd

CLSA

Healthcare
Conference

Justin Miller
CEO & Co-founder
Singapore
11 & 12 April 2017

CORPORATE SUMMARY

Company Snapshot

- Successfully listed on ASX March 2, 2016 @ \$AU 0.025 per share
- Raised over \$12 million in capital
- Including \$4.4 million in March 2017 @ \$0.08
- Current cash \$7.0 million
- Co-located Perth Australia & San Francisco, USA
- Developed intelligent “wireless” audio technology device - IQbuds™
- Currently shipping \$AU 1.5 million in pre-orders from 5000+ customers in 80+ countries.
- Retail commencing now – with a broader retail push Q2, 2017

Security Details

ASX Ticker	NUH
Existing Shares on issue:	
• Listed	497,093,675
• Escrowed	194,802,321
Unlisted Options	83,319,445
Total Ordinary Shares	691,895,996
Share Price (17 Mar 2017)	\$AU 0.08
Market Capitalisation	\$55,351,679

Shareholder Groups

Directors & Management	27.7%
Top 20	42.1%

NUHEARA – IQbuds™



HEAR LIKE YOU'VE NEVER HEARD BEFORE

*Introducing a New World
of Intelligent Hearing*



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NUHEARA
IQbuds™

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OUR VISION – ASSISTIVE AUDIO

NUHEARA was founded to improve the quality of peoples lives by giving them the control to interact with the world around them and their digital world.



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NUHEARA – INTELLIGENT HEARING

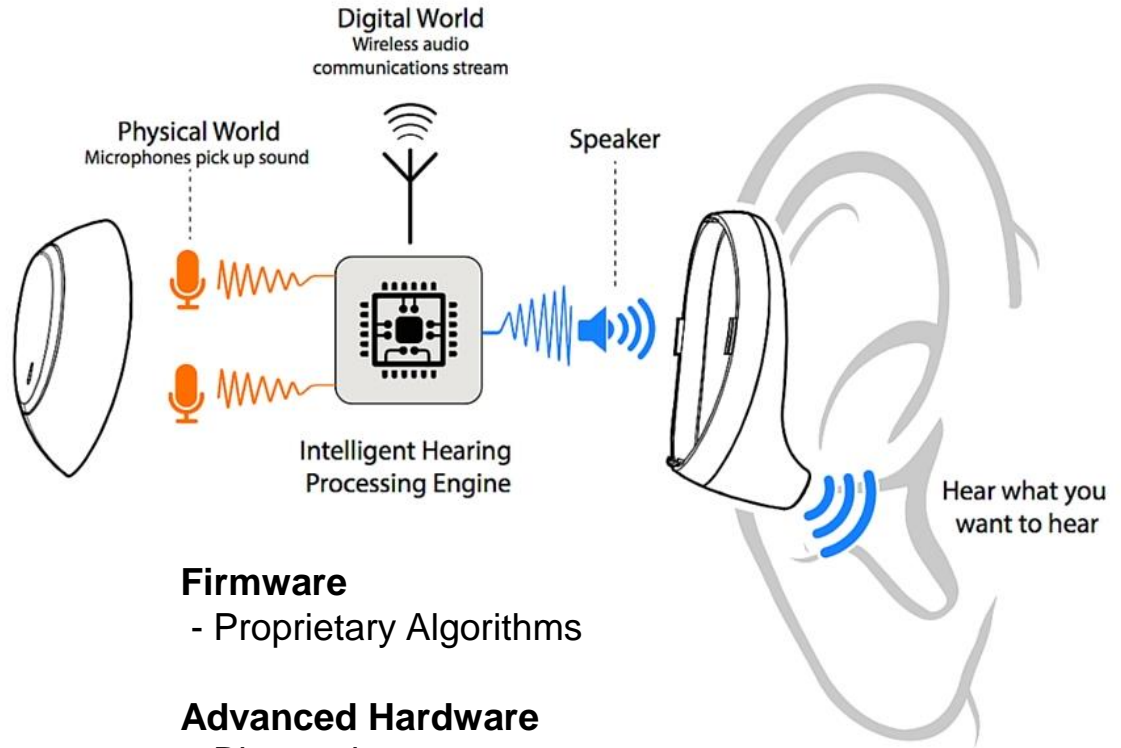
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ADAPTIVE AI

ADVANCED

AI



Firmware

- Proprietary Algorithms

Advanced Hardware

- Bluetooth
- Near Field Magnetic Induction (NFMI)
- Digital Signal Processing (DSP)

Software (App) Controlled



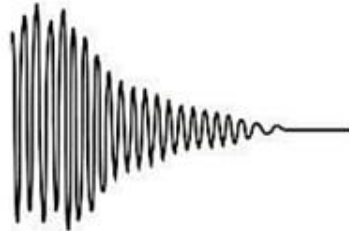
NUHEARA
IQbuds™

Not Just Another Set of Wireless Earbuds.

We are smarter than that



Wireless
Bluetooth
Music &
Phone calls



SINC™

super intelligent noise cancellation

Promote conversation
& suppress noise



Personalised
Hearing Assistance
& Augmentation



Voice Control -
SINC™
activate Siri &
Google Now

IQbuds = Intelligent Hearing

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INTELLIGENT HEARING – MARKET FIT?



Market
\$8 Billion
p.a.

Hearing Aid

Potential Gap/Disruption

6 Companies control 90% of global market



William Demant / Holding



Hearables



LISTEN COMMUNICATE CONNECT

Market
\$6 Billion
p.a.



Headphones

Technology Enhancement

On average users replace every 18 months



Wearables

Body worn computers

Top 4 companies (wrist) control 53% of global market

Market
\$15 Billion
p.a.



JAWBONE®

pebble

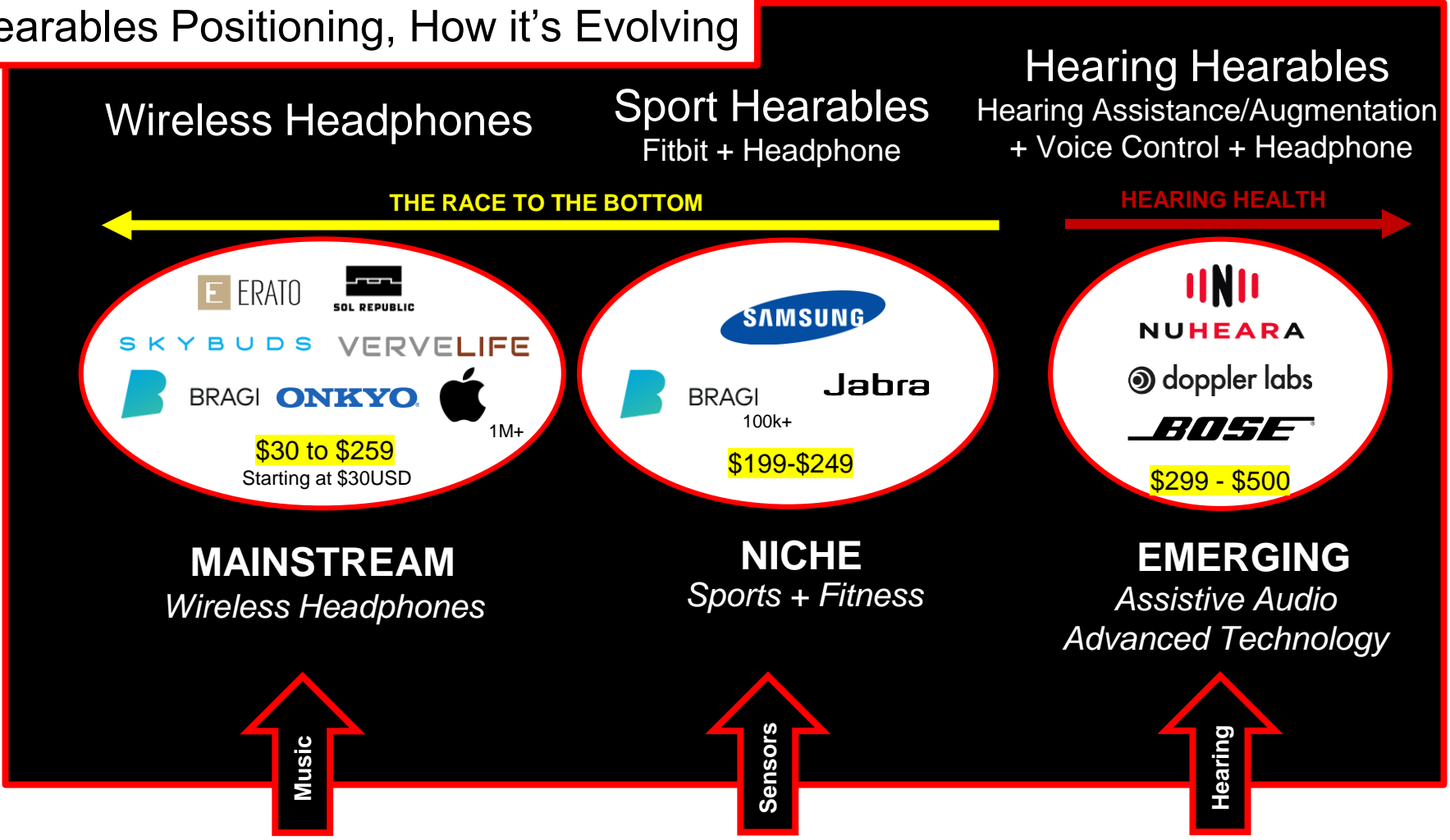


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HEARABLES – A NEW MARKET

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Hearables Positioning, How it's Evolving



Hearing Hearables
Hearing Assistance/Augmentation
+ Voice Control + Headphone

Wireless Headphones

Sport Hearables
Fitbit + Headphone

THE RACE TO THE BOTTOM

HEARING HEALTH

ERATO, SOL REPUBLIC, SKYBUDS, VERVELIFE, BRAGI, ONKYO, Apple 1M+

\$30 to \$259
Starting at \$30USD

SAMSUNG, BRAGI 100k+, Jabra

\$199-\$249

NUHEARA, doppler labs, BOSE

\$299 - \$500

MAINSTREAM
Wireless Headphones

NICHE
Sports + Fitness

EMERGING
*Assistive Audio
Advanced Technology*



HEARING HEARABLES SEGMENT

Nuheara can achieve a leading position in segment with IQbuds™

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NUHEARA

Music Quality: Excellent	●
Battery Life: 4 hours	●
Wires: True Wireless	●
Processing: SINC	●
Hearing Augmentation	●
ANC: Passive	●
App: iOS & Android	●
RRP: \$299USD	●



based on reviews

Music Quality: Excellent	●
Battery Life: 2 hours	●
Wires: True Wireless	●
Processing: TBD – Noise filters but limited speech processing	●
Hearing Augmentation	●
ANC: TBD Passive?	●
App: iOS & limited Android	●
RRP: \$299USD	●



expected

Music Quality: Excellent	●
Battery Life: TBD	●
Wires: Neckband	●
Processing: Directional	●
Hearing Augmentation: TBD	●
ANC: Bose ANC	●
App: iOS & Android	●
RRP: \$499USD	●

THE REVIEWS ARE IN – BEST IN CLASS



NUHEARA
IQbuds™



<http://www.digitaltrends.com/headphone-reviews/nuheara-iqbuds-review/>



9.0

“The IQbuds not only deliver on their promise, they exceed expectations”

Digital Trends Ratings

Nuheara IQbuds	★★★★★★★★	9
Apple Airpods	★★★★★★	8
Jabra Elite Sports	★★★★★★	8
Doppler Here One	★★★★	6
Bragi Dash	★★★★	5

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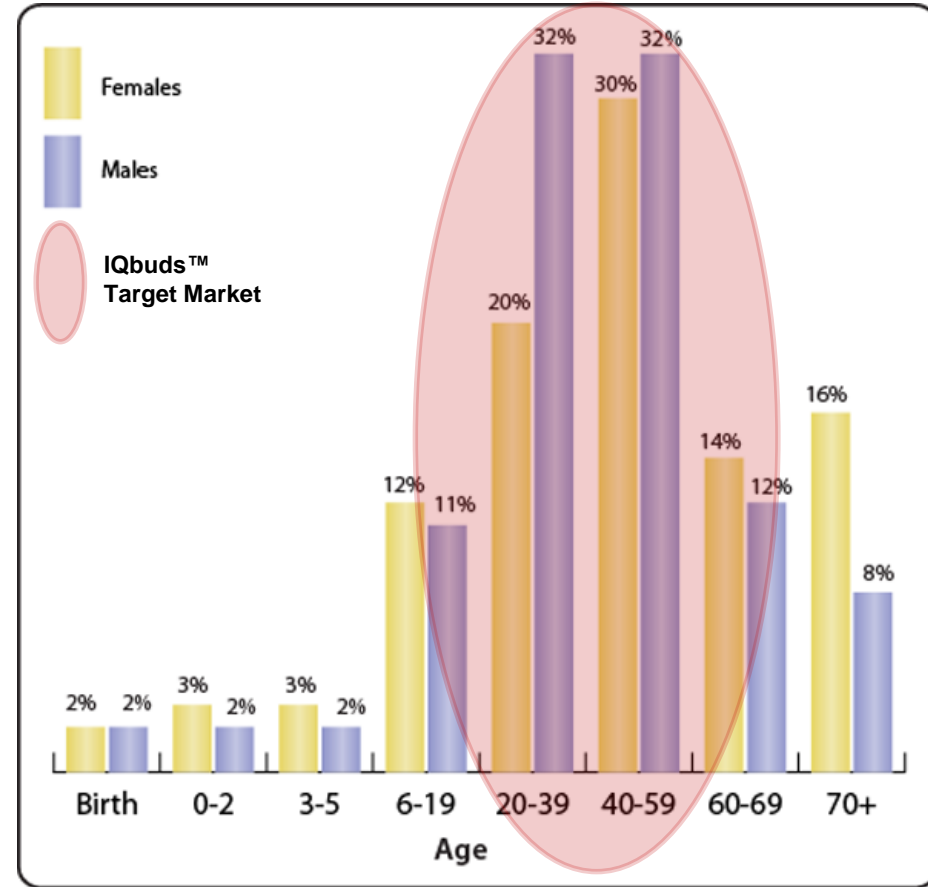
GREAT REVIEWS – SO WHO WILL BUY?

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Early Adopters (35yrs+) Suffer “Pub Deafness”

Consumers who are challenged with communication in social settings and not been diagnosed with hearing loss



Once diagnosed, consumers then take (on average) 10 years to buy first hearing aid

Source: Davis, Smith, Ferguson, Stephens, & Gianopoulos, 2007

Age at which hearing loss begins

Source: NIDCD Epidemiology and Statistics Program. Updated in November 2012.

IQbuds™ - WHY WILL THEY BUY?

More than a great wireless earbud

Hearables

Traditional PSAP

(Personal Sound Amplification Products)

Hearing Aid

BRIDGING THE HEARING CHASM



NUHEARA
IQbuds™
SINC™
super intelligent noise cancellation
\$299

Low quality products
DIRECT + AMAZON
\$49-\$399



Sivantos ReSound
the hearing company rediscover hearing
Starkey WIDEX
PHONAK oticon
PEOPLE FIRST
\$2000 - \$8000

EMERGING

High functionality, no stigma, low barrier to entry

NICHE

Poor man's hearing aid

MAINSTREAM +

MEDICAL

Medical Device

Hearables

PSAPS

Hearing Aids

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WHAT IS THE HEARING CHASM

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Only 1 in 6 people who could benefit from hearing aids have used them.

Who are those that could benefit¹:

Aged 20-69

People first experiencing of hearing loss

People with 20-55dB HL

People who don't consider themselves ready for a hearing aid.

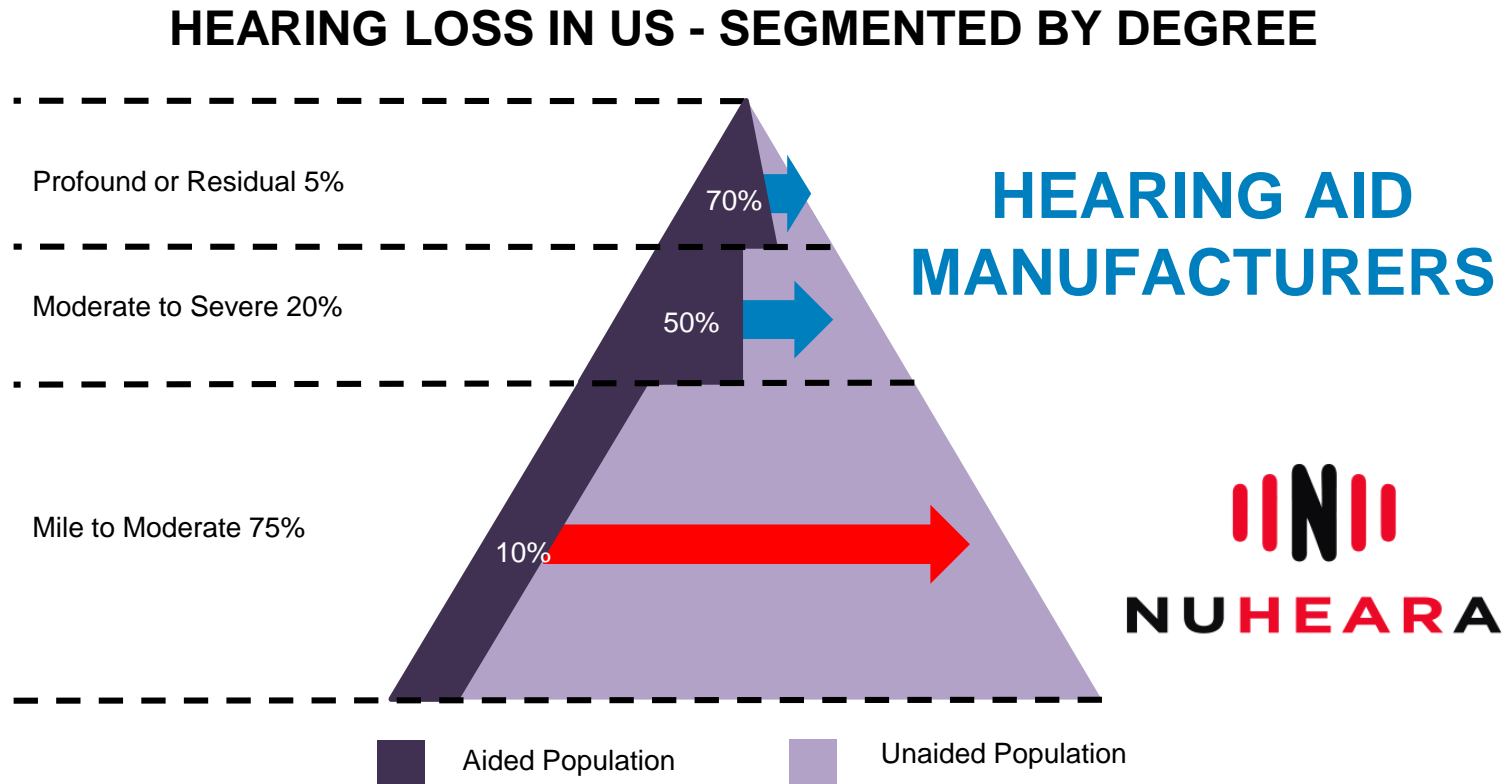
Hearing loss is defined as when the average threshold across four speech frequencies (0.5–1–2–4 kHz) is greater than 25 decibels hearing level. The statistics above are for hearing loss that may occur in one or both ears.

¹https://www.nidcd.nih.gov/sites/default/files/Shareable%20Images/HearingLoss_Infographic.pdf

²https://www.nidcd.nih.gov/sites/default/files/Documents/health/hearing/NewHearingLossStudy_Infographic_12_13_16.pdf

GROWING THE AIDED POPULATION

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NUHEARA'S IMMEDIATE OPPORTUNITY FOR THE UNAIDED

Provide a low cost, multifunctional, assistive audio product for those with mild to moderate hearing loss.

Approx. 30 Million people in U.S. alone, could benefit.

NAVIGATING THE HEARING CHASM

How people in the Hearing Chasm could be serviced better by Nuheara’s Assistive Audio (AA).

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Hearing Aid through Hearing Channels	Assistive Audio through Retail & Hearing Channels
Hearing aid processing is long, cumbersome and confronting	Self-fit and setup at home. Available with out appointments or follow up
Hearing Aid costs are high	Consumer price point more inline with Bluetooth Headsets or free insurance coverage levels.
Hearing Aid stigma and user vanity a factor	AA provides a broader solution than hearing aids and serves to meet additional use cases giving extra value to users. Multi functional and multi faceted, features such as music, phone calls and voice assistants (e.g. Siri, Google Now) key part of offering on par or better than traditional wireless headphone products.
Hearing aids are finely tuned to fit a broad range of loss that has been medically diagnosed.	Providing the ‘just enough’ solution for people in the chasm.
Works for people with professionally diagnosed hearing loss low-moderate and greater.	Works for everyone not just those with a hearing loss.

IQbuds™ – MARKET FIT VALIDATION

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- First ASX company to conduct a crowdfund campaign
- More than 75% of supporters aged 35+
- 100+ global distributors and retailers attracted to us

IQbuds™ RETAIL PATH TO MARKET






Sales and Marketing initiatives on a new retail category of Assistive Audio have now fostered a diversified range of interested global retailers and distributors including:

- Multi-national Consumer Electronics Retailers
- Speciality Retail/Duty Free
- Pharmacies/Drug Stores
- Audiological practitioners and hearing chains

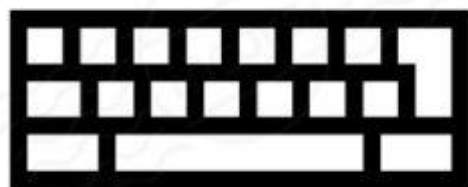
CURRENT STATUS

- First Working Wearable Prototype (WWP) in January 2016
- IQbuds™ now in commercial mass production @ Flex with yields exceeding 95%
- Consumer ready IQbuds™ now certified for sale and use FCC (USA), IC (Canada), CE (Europe), RCM (Aus/NZ)
- Global launch of IQbuds™ at CES, Las Vegas, in January 2017, received a CES award, “Tech for a Better World”.
- Commenced shipments of IQbuds™ in Jan-2017. Now clearing backorder into Apr-2017.
- Commenced consumer electronic retail sales with broader push in Q2 2017.
- Q2 commence Hearing Health channel diversification.



EXPANDING IQbuds™ MARKET APPEAL

The “hand to mouth” evolution of interacting with our digital world



Keyboard



Mouse



Smart Device



Voice

Yesterday - Tap, Click and Swipe

Tomorrow - Hear and be Heard
Own the ear, own the voice!



10 Most Common
Reactions to


NUHEARA
IQbuds™

THANK YOU

IQbuds™ FEATURE SET



1 HANDS-FREE CALLING

With Bluetooth capability and no wires, Nuheara IQbuds will enable clear hands-free phone calling.



2 STEREO SOUND

Enjoy great stereo sound quality for music, podcasts, audiobooks and other audio streams.



3 NOISE CANCELLATION

Enhance your listening experience with noise cancellation that suppresses background noise.



4 HEARING BOOST

Multiple microphones and our intelligent processing technology will enhance your hearing in challenging social settings.



5 AWARENESS CONTROL

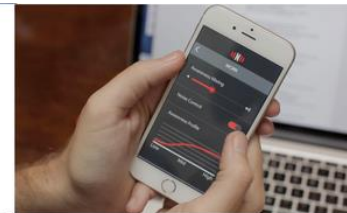
Balance between the world around you and your digital audio streams by controlling the mixing of both inputs.



INTELLIGENT HEARING

6 PERSONALIZED SETTINGS

Control and save your favorite hearing settings based on location and preferences through our app.



7 STYLISH DESIGN

Extensive third party industrial design has gone into the development of IQbuds™, purposely designed to fit most ears comfortably and securely.



8 TAP TOUCH CONTROL

With a simple tap, you can answer phone calls, start/stop music and control what you want to hear in your physical and digital worlds.



9 CONVENIENT CHARGING/CARRYING CASE

Small enough to fit in your pocket or purse as well as charges IQbuds™ on the go.



10 LONG "ON-THE-GO" BATTERY LIFE

4 hours of constant Bluetooth streaming with an additional 3 recharges, provides 16 hours of on-the-go battery life.

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