

ASX MARKET RELEASE

Nuheara commences shipping of next generation IQbuds BOOST™

HIGHLIGHTS

- Nuheara’s second flagship product ships on schedule to global markets
- Game-changing accessible hearing solution for under-served growing international market
- Assistive audio device available for approximately 10% of cost of traditional hearing aids

24 April 2018 – Perth, Australia

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara"), transforming the way people hear by creating game-changing hearing solutions that are accessible and affordable, is pleased to announce the Company has commenced the fulfilment process for all pre-orders of IQbuds BOOST™ (“BOOST”) – Nuheara’s second innovative hearing bud product specifically focused on providing solutions to people experiencing mild to moderate hearing challenges.



Figure 1: IQbuds BOOST™ product packaging

According to the World Health Organization, 70% of people with hearing loss are within the mild to moderate category. Once diagnosed, industry statistics then demonstrate that only 10% of people in this category have then gone on to purchase any form of hearing assistance, primarily due to cost.

Commenting on the shipping milestone Nuheara CEO, Justin Miller said “We are incredibly excited by the global sales prospects of IQbuds BOOST™. With the United States passing into legislation the Over-

The-Counter Hearing Aid Act last year, allowing certain hearing solutions to be sold without a prescription, IQBuds BOOST™ evidences the dire need in the market for solutions particularly tailored to the mild to moderate hearing loss category.”

“Without a doubt, the OTC Act will drive a new era in hearing health for millions of people who experience mild to moderate hearing loss. We are looking forward to similar legislation being passed globally.

“With the incorporation of NAL-NL2, the prescription fitting formula global hearing aid companies use and our proprietary Ear ID™, which automatically calibrates the settings, IQBuds BOOST™ are the most advanced assistive listening device on the market today.”

“BOOST is a world first multifunctional hearing bud solution that not only provides personalised hearing assistance but other important audio features such as music and hands-free phone calls. Significantly, it will be easily accessible via our expanding range of diversified global retailers and affordable at AUD\$649 RRP, it represents approximately only 10% of the cost of traditional digital hearing solutions.”

The App to support BOOST is now available on Apple iTunes for iOS users and Google Play Store for Android users.

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About Nuheara

Nuheara is a global leader in Intelligent Hearing: smart personal hearing devices that enhance and amplify human experiences. Nuheara has developed proprietary and multi-functional intelligent hearing technology that augments a person’s hearing and facilitates cable free connection to smart devices. Nuheara is based in Perth, Australia and has offices in San Francisco and New York, USA. Nuheara was the first consumer wearables technology company to be listed on the Australian Stock Exchange (ASX).

In 2016, the Company released its revolutionary wireless earbuds, IQbuds™, which allow consumers to augment their hearing according to their personal hearing preferences and connect hands free with their voice-enabled smart devices. IQbuds™ are now sold in major consumer electronics retailers and professional hearing clinics around the world. The Company's mission is to transform the way people hear by creating game-changing hearing solutions that are accessible and affordable.

Learn more about Nuheara: www.nuheara.com.

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