

# ASX MARKET RELEASE

## Nuheara appoints new US distributor ADCO, unlocking larger US hearing healthcare channel

### HIGHLIGHTS

- Nuheara appoints new US based distributor, ADCO Medical Suppliers, for IQbuds™ BOOST.
- ADCO supplies and supports the US hearing healthcare community nationwide.
- ADCO holds significant US Federal Government contracts status under the General Services Administration (GSA) schedule and direct certification with US Veterans Affairs.
- US Veterans Affairs is the largest single provider of hearing assistance devices in the US.

### 5 September 2018 – Perth, Australia

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara"), transforming the way people hear by creating smart hearing solutions that are accessible and affordable, is pleased to announce IQbuds™ BOOST distribution appointment of ADCO Medical Suppliers ("ADCO"), the one of USA's leading wholesale suppliers of hearing aid equipment, supplies and assistive devices for the professional hearing market.

ADCO supports the US professional hearing community nationwide. However, of most significance to Nuheara, ADCO is an authorised General Services Administration (GSA) contract holder to supply audiological equipment to the US Federal Government, as well as being a certified hearing assistance device supplier to the US Department of Veterans Affairs (VA). The VA supplies approximately 25% all hearing devices sold in the US and is the biggest single employer of audiologists with more than 1,100 professionals providing services across 400 sites. The majority of hearing devices purchased by the VA are dispensed, at no charge, to qualified military veterans.

"Nuheara is on a mission to transform the way people hear by providing affordable and accessible hearing solutions," said Justin Miller, CEO of Nuheara.

"The US Government is deeply committed to improving accessibility and affordability in hearing healthcare – specifically with the passing of the Over-The-Counter legislation in 2017. By developing strong relationships with quality partners like ADCO, that are also the supplier to the US Department of Veterans Affairs, we are confident that we can expand our reach to service more customers across multiple channels. We are excited to have our new wholesale distributor ADCO on board with us to share the vision of changing people's lives."

### About ADCO Medical Suppliers

Since 1950, ADCO Medical Suppliers has been a leading wholesale supplier of hearing aid equipment, assistive devices, supplies and accessories to the professional market. The company continually provides a wide range of the highest quality clinical supplies for professionals. ADCO is based in Englewood, Colorado and serves the professional community nationwide. By providing unsurpassed

customer support to both professional customers and their patients, ADCO has become one of the most reputable suppliers of clinical audiology supplies and assistive listening products in the U.S.

- ENDS –

## **CONTACTS**

### **Australia**

Mr. Justin Miller

CEO and Managing Director

+61 (8) 6555 9999

[justin.miller@nuheara.com](mailto:justin.miller@nuheara.com)

### **Media**

Ranya Alkadamani

[Ranya@impactgroupinternational.com](mailto:Ranya@impactgroupinternational.com)

+61 434 664 589

## **About Nuheara**

Nuheara is a global leader in smart personal hearing devices which change peoples lives by enhancing the power to hear. 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 smart hearing solutions that are both accessible and affordable.

Learn more about Nuheara: [www.nuheara.com](http://www.nuheara.com).