

ASX MARKET RELEASE

IQbuds BOOST™ achieves breakthrough world first as a prescribed hearable through government contract

HIGHLIGHTS

- IQBuds BOOST™ selected by UK's NHS through formal tender process as a hearing solution for mild to moderate hearing loss;
- World first: IQbuds BOOST™ as a smart hearing bud (Hearable) to be prescribed alongside traditional hearing aids;
- Anticipated value for purchases made by NHS for hearing device solutions to support mild to moderate hearing category is circa £34.5m for the first 12 months.

28 November 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 that IQbuds BOOST™ has been selected by the United Kingdom's (UK) National Health Service (NHS), through a formal Tender process, to provide hearing solutions to adults and children with mild to moderate hearing loss.

In a world first, IQbuds BOOST™ was selected as a smart hearing bud (Hearable) to be prescribed alongside traditional hearing aids. Commencing in April 2019, the contract will be for an initial two-year period with provision for a further two-year extension. The anticipated value for purchases made by NHS for hearing device solutions to support this mild to moderate hearing category is circa £34.5m in the first 12 months and £138m for the full term of 48 months (if extended). The total contract value of devices to support all forms of hearing loss is circa £270m.

Commenting on the significance of the contract Nuheara CEO, Justin Miller said, "This tender and contract through one of the world's leading government health care provider's is a defining moment for IQBuds BOOST™. In a world first for any government body, IQbuds BOOST™ can be prescribed to suffers of mild to moderate hearing loss.

"NHS is leading the way in recognising the value of smart hearing solutions, in providing more accessible and affordable hearing assistance. In comparison to hearing aids, IQbuds BOOST™, with its clinically validated hearing self-assessment and its self-configuration process utilising hearing aid prescription formulas, is an example of how new technology should only demand a very modest service effort from its stakeholder such as NHS.

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The tender application was submitted in partnership with Nuheara's UK based hearing healthcare distributor, Puretone Ltd, which will supply and support IQbuds BOOST™ to NHS. Headquartered in Kent, UK, Puretone is a Hearing Aid and Accessories Distributor with more than 50 years of experience and operations in 48 countries that support 11,000 independent hearing clinics.

“Nuheara's European team and Puretone have work tirelessly with the NHS over the past 12 months to provide samples, education and demonstrations of our products. We applaud NHS for foresight and innovation in moving prescriptions beyond traditional hearing aid companies and selecting a product that is fit for purpose, accessible and affordable.”

About the NHS

The **National Health Service (NHS)** is the publicly funded national healthcare system for England and one of the four National Health Services for each constituent country of the United Kingdom. It is the largest single-payer healthcare system in the world. Primarily funded through the general taxation system and overseen by the Department of Health, NHS England provides free healthcare to all legal English residents, including hearing aids. More than 75% of all hearing aids provided in the UK are done so by the NHS.

-ENDS-

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About Nuheara

Nuheara is a global leader in smart personal hearing devices which change people's 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, professional hearing clinics and optical chains 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.

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