

ASX MARKET RELEASE

Nuheara fortifies customer hearing journey with IQconnect

HIGHLIGHTS

- Nuheara fortifies customer hearing journey with IQconnect, the newest Point of Sale hearing screening kiosk in retail stores, and comprehensive Customer Relationship Management (CRM) platform.
- IQconnect combines the complete customer journey: the initial consultative sales process and the continuum of communication between Nuheara and its customers as well as greater presence in retailers.
- This service binds Nuheara's relationship with both the customer and the retailer.
- Customers' hearing journey monitored and evaluated throughout lifetime of customer's engagement with Nuheara.

10 January 2019 – Las Vegas, Nevada

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 IQconnect, Nuheara's latest Point of Sale hearing screening kiosk in retail stores globally and a comprehensive Customer Relationship Management (CRM) platform.



IQconnect being experienced at CES, Las Vegas, 2019

IQconnect hones in on an enhanced consultative sales process by ensuring the IQbuds™ family is fit for purpose for any potential customer. It offers a two-minute in-store screening hearing test with differing frequencies to test the level of a customer's hearing loss.

The test determines whether customers have good hearing or mild to moderate hearing loss and ensures they can be successfully supported through the IQbuds™ range. For customers with more profound hearing loss, Nuheara will be able to refer them to another hearing solution.

This service binds Nuheara's relationship with both the customer and the retailer. Retailers are focused on creating enhanced service and touchpoint opportunities with their customers and Nuheara's initiative in providing a screening hearing test allows interaction and engagement with potential customers.

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Most importantly, the screening test breaks down traditional barriers to hearing health and unlocks affordability and accessibility. For the first time, customers won't need to visit an audiologist to have a data based understanding of their hearing health. By having screening hearing tests readily available in retail stores, they will become a part of a simple shopping mall visit, normalising a focus on hearing health.

Once the IQbuds™ range is purchased by the customer, they join a comprehensive CRM platform, ensuring their hearing health is monitored through the lifetime of their hearing journey with Nuheara.

"This touchpoint for our customers will fulfil a critical part of their hearing health journey. From the moment they decide to screen their hearing, to the moment they purchase and are using their IQbuds™, Nuheara will be on the same path with its customers, offering guidance, support and hearing health monitoring," said Philip Newton, Chief Sales Officer of Nuheara.

"This in-store consultation facilitates a professional and streamlined process for both our customers and retailers and is critical to the future success of Nuheara.

"IQconnect completely connects the customer journey. From pre-sale to post sale, customers will receive push notifications every six months to re-take their hearing test. This will monitor their hearing health and ensure they have a full understanding of the level of support they need.

"We have created IQconnect for a simple reason: to have a stronger relationship with our customer and retailers and ensure we can provide the wrap around support for the hearing health journey of our customer."

IQconnect is currently being trialed in a number of retailers and will be incrementally deployed in Nuheara retailers globally during Q1.

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CONTACTS

Australia

Mr. Justin Miller

CEO and Managing Director

+61 (8) 6555 9999

justin.miller@nuheara.com

Media

Ranya Alkadamani

Ranya@impactgroupinternational.com

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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