# INNI NUHEARA

#### CORPORATE PRESENTATION

Justin Miller, Managing Director & Co-founder



### Agenda

01	Overview	03
02	Nuheara Advantage	13
03	Medical devices and our US hearing aid opportunity	16
04	Partnerships and our OEM opportunities	25





### **NUH Corporate**

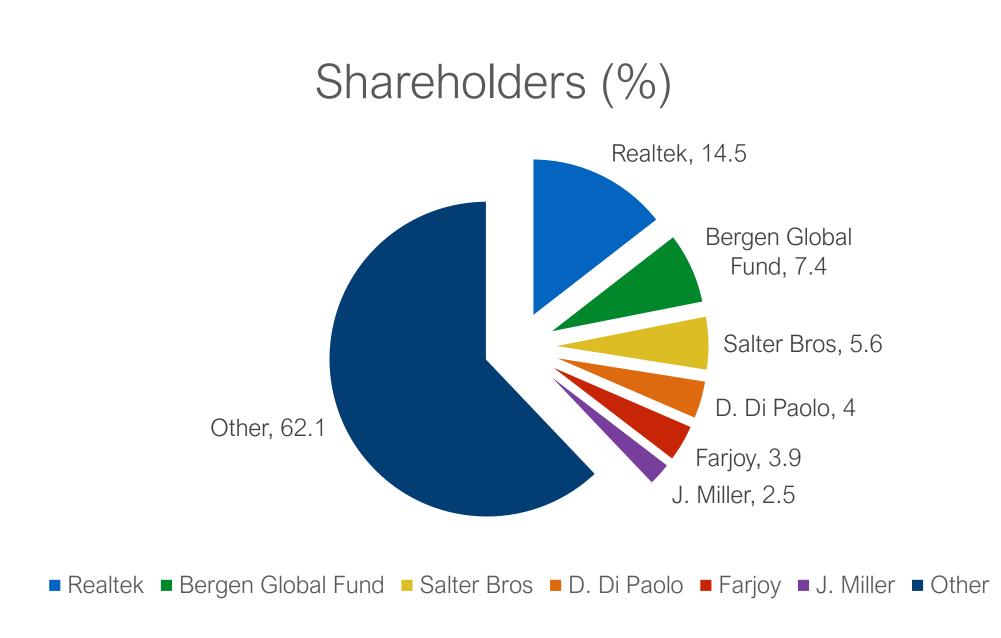
#### **Company Details**

ASX Ticker	NUH
Ordinary Shares on issue ('000)*	154,003
Unlisted Options (m)	4,294
Share Price \$ (AUD) 28 Feb 2023	0.205
Market Capitalisation \$m (AUD)	31.6
Cash at 31 December 2022 \$m	3.1
Price chart	
<ul> <li>□ + Comparison Indicator Event () 6 Month == Di</li> <li>↓ NUH:Australian Stock Exchange</li> </ul>	
	Close \$0.210 30/1/2023
	0.30
	0.25
	0.20
15/8         22/8         29/8         5/9         12/9         19/9         26/9         3/10         10/10         17/10         24/10         31/           August 2022         September         October         N	10         7/11         14/11         21/11         28/11         5/12         12/12         19/12         3/1         9/1         16/1         23/1         30/1         6/2           Jovember         December         January 2023         February

\*Note: \$2.5m Convertible Note to Realtek @\$0.16, maturity 7 Sep 2024

# Founded in 2015, Nuheara's mission is to transform the way people hear by creating smart hearing solutions that are affordable and accessible.

Nuheara believes that hearing should be for everyone.





### **NUH Corporate**

#### **Board of Directors**

<b>The Hon. Cheryl Edwardes AM</b> Non-Exec Chairman	<ul> <li>Company director and Chair of multiple ASX Boards</li> <li>Former Attorney General for WA</li> <li>LLM, BA, GAICD</li> </ul>	Ms Edwardes is a Commissioner on the Boards, private companies and not-for-p knowledge of WA's legal and regulatory positions as the first female Attorney Ge Edwardes was awarded an Order of Aus environment, and through executive roles
<b>Mr Justin Miller</b> Managing Director	<ul> <li>Co-founder &amp; Managing Director</li> <li>Co-founder &amp; CEO Empired (ASX:EPD) &amp; Sensear</li> </ul>	Mr. Miller is a serial entrepreneur who has course of his career, Mr. Miller has succes strategic acquisitions, capital raisings, res involving both direct and channel sales n hearing and communication company, Se
Mr David Cannington Non-Exec Director	<ul> <li>Co-founder, Non- Executive Director</li> <li>B.Bus (Marketing)</li> </ul>	Mr. Cannington, who was based in San experience. He has held senior positions analytics (Neochange) and hearing tech Technology Network, a leading cross-Pa Silicon Valley and brings a global perspec
<b>Ms Kathryn Foster</b> Non-Exec Director	<ul> <li>Non-Executive Director</li> <li>BSc, ASc, MAICD</li> </ul>	Ms. Foster has over 20 years' experience director, Ms. Foster was Senior Director of Senior Director, she was responsible for a vision, strategy and drove the technical ex- been an Independent Non-Executive Dire Pty Ltd in May 2019. Ms. Foster is also the
Mr David Buckingham Non-Exec Director	<ul> <li>Non-Executive Director</li> <li>Former CEO of ASX200 iiNet &amp; Navitas</li> <li>Engineering Science BTech (Hons), ACA ICAEW, GAICD</li> </ul>	Mr. Buckingham is an experienced corpo and education. Mr. Buckingham has a d telecommunications industry where he de 2007, Mr. Buckingham joined iiNet as th whereupon he left the telecommunication overseeing the successful privatisation of
Ms Susan Park Company Secretary	<ul> <li>Company Secretary</li> <li>B.Com, ACA, F Fin, GAICD, AGIA</li> </ul>	Ms. Park has over 20 years experience provision of corporate governance and PricewaterhouseCoopers and Bankwest b of the Financial Services Institute of Austr

he WA Football Commission and a member of the Foreign Investment Review Board. She is also a Company Director on a number of ASX r-profit associations. A solicitor by profession, Ms Edwardes is a former Minister in the Court Government with extensive experience and ry framework relating to mining projects, environmental, native title, heritage and land access. During her political career, Ms Edwardes held General for Western Australia, Minister for Environment and Labour Relations, and was the Member for Kingsley for nearly 17 years. Ms ustralia in the Queen's Birthday Honours 2016 for "significant service to the people and Parliament of Western Australia, to the law and to the es with business, education and community organisations.

has developed a thorough knowledge of the global technology and innovation marketplace during his 25-year executive career. Throughout the cessfully founded and managed the aggressive and profitable growth of technology, manufacturing and service related companies. This includes research and development, product development and onshore/offshore manufacture, significant staff growth and multi-million dollar sales deals models. Mr. Miller founded ASX-listed IT services company, Empired (ASX:EPD) and most recently was the founder and CEO of industrial Sensear Pty Ltd, where he was responsible for growing the global business from the San Francisco Bay Area.

In Francisco, California, US before his secondment to the Perth, Australia office in 2019, has over 25 years' global sales and marketing in sales and marketing for companies spanning consumer packaged goods (Cadbury Schweppes), advertising (McCann Erickson), data chnology (Sensear Pty Ltd). He has advised many startups on go-to-market and growth strategies and was the founding CEO of ANZA Pacific technology entrepreneurs' network. David has been recognized as one of the most influential Australian technology executives in ective to technology commercialization.

nce creating and running large internet-based businesses, starting in the late 1990's on Windows Update. Prior to becoming a professional or of Microsoft Store online where she managed the sales and merchandising team for Microsoft Store online across 232 geographies. As the or an annual revenue budget in the low billions of dollars. Prior to that, for the inception of the Xbox Games Marketplace, Ms. Foster set business execution around digital and physical supply chain technology and operations to enable Xbox's billion-dollar business globally. Ms. Foster has rector of Class Limited since July 2015. She joined the QSuper Audit and Risk committee in March 2017, and the advisory board of Mine Hive the managing director of Foster Consulting, a boutique consulting firm focusing on strategic initiatives and direction.

porate professional with over 25 years' of experience across the rapidly growing and changing sectors of communications, media, technology diverse educational background and an impressive career which began in the UK with PricewaterhouseCoopers. He later moved into the devoted much of his early career working in several prominent finance roles for global companies. After migrating to Australia at the end of the internet service provider's CFO and Company Secretary. He was appointed CEO in 2015 prior to the company being bought by TPG, ons industry to join Navitas Limited in January 2016 as the organisation's CFO. In March 2018 he stepped into the role of Group CEO, before of the company to a private equity consortium in Australia.

e in the corporate finance industry. She is founder and managing director of consulting firm Park Advisory Pty Ltd, which specializes in the nd company secretarial advice to ASX listed companies. Ms. Park has previously held senior management roles at Ernst & Young, t both in Perth and Sydney. Ms. Park holds a Bachelor of Commerce, is a Member of the Australian Institute of Chartered Accountants, a Fellow stralasia, a Graduate Member of the Australian Institute of Company Directors and an Associate of the Governance Institute of Australia Ltd.



### **Company Overview**

#### Nuheara is a leading, global hearing healthcare technology company that continues to change lives through the consumerisation of hearing



The Global Hearing Aid Market is on the cusp of major disruption representing significant opportunities for innovative medical device companies - traditional players are threatened



FDA Cleared OTC Hearing Aids are lowering price points and increasing accessibility for 40+M consumers in the USA - More global markets will follow (1.5B consumers - WHO<sup>1</sup>)



Self fit technologies are reducing the need for a consumer to visit a hearing clinic - DYI hearing care is now a reality



Low hearing aid brand awareness creates an opening for a leading global brand like HP Hearing Pro



- Realtek Partnership redefines a broader opportunity for Nuheara:
- Chip innovation places Nuheara on equal footing with hearing aid companies from a technology perspective



OEM opportunities with Realtek ecosystem will drive significant B2B revenue streams



Nuheara is well placed to capitalize on this opportunity with 8 years end to end hearing experience from R&D, Product Development and Go-to-market; resulting in millions of hours of real time hearing usage and customer service data.





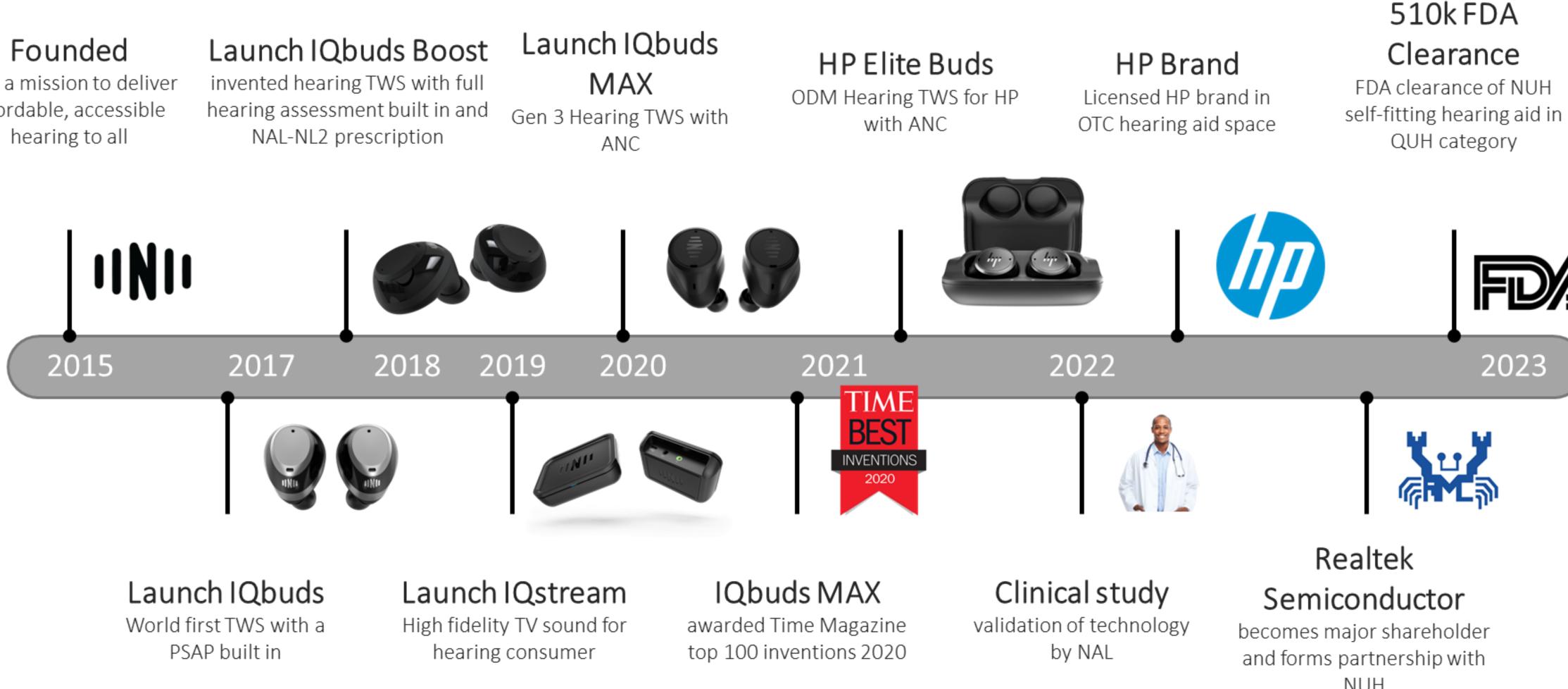
#### Founded

with a mission to deliver affordable, accessible

NAL-NL2 prescription

# MAX

ANC

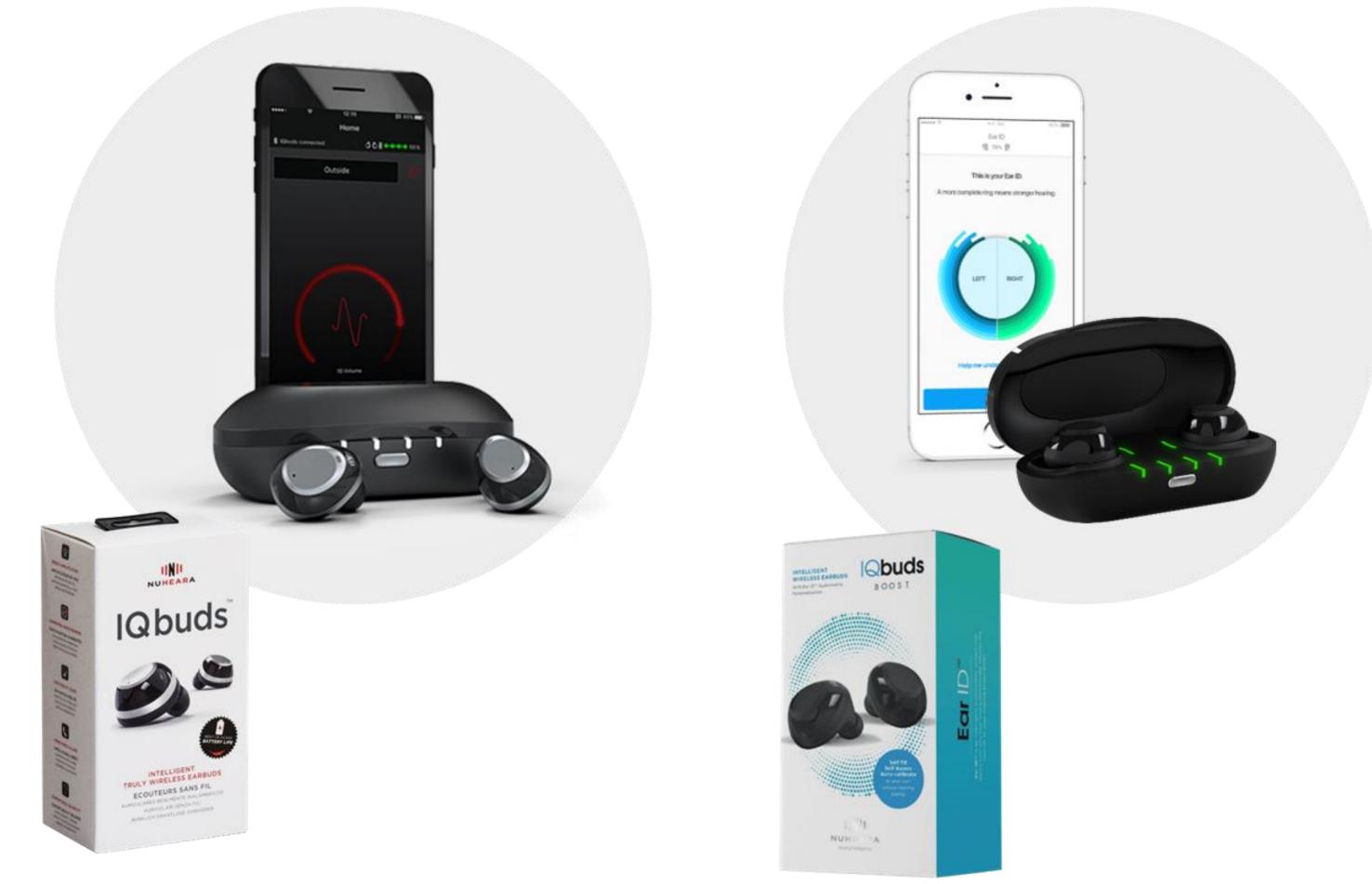


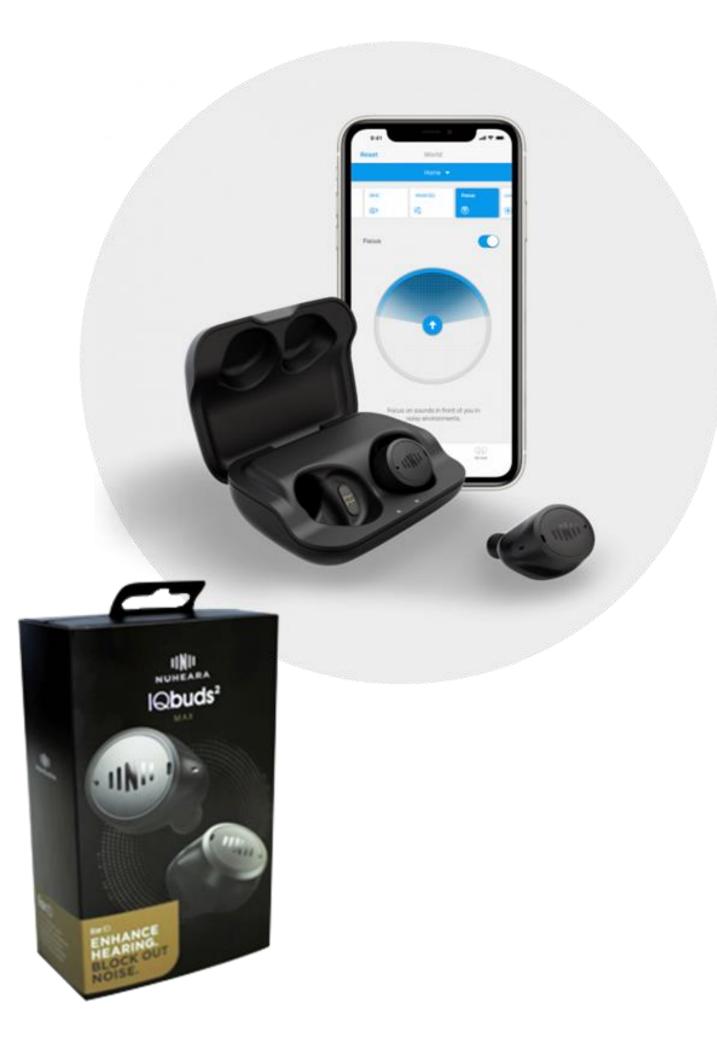
NUH





Gen 1 Hearing TWS – Pre-set Hearing Gen 2 Hearing TWS - Personalised Hearing





ODM - Premium hearing ANC TWS Full ODM, device, firmware, app





#### HP Hearing Pro Medical FDA cleared



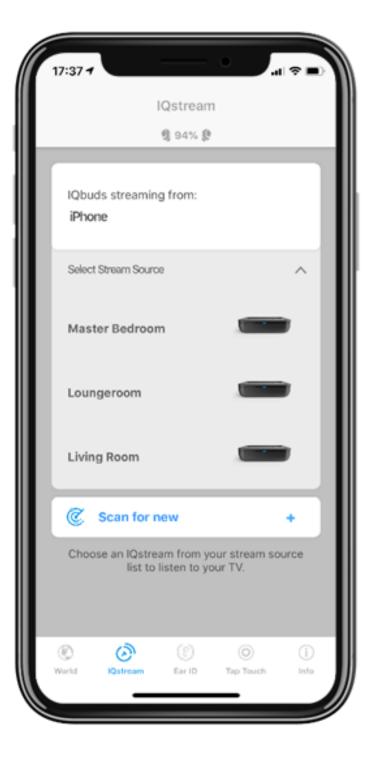
### Hearing TWS Accessories- TV Solution, Beam Sound from TV Direct to your Ears

Soundbar compatible

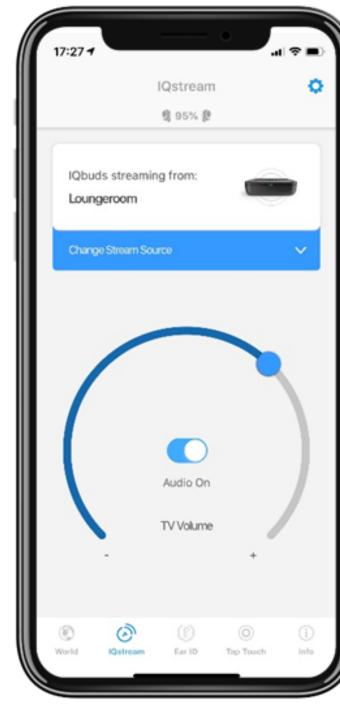
#### Seamless Setup



Multi-room Compatible



#### Your own volume control





### Summary of 2022

#### Nuheara well positioned for US regulated Hearing Aid Market

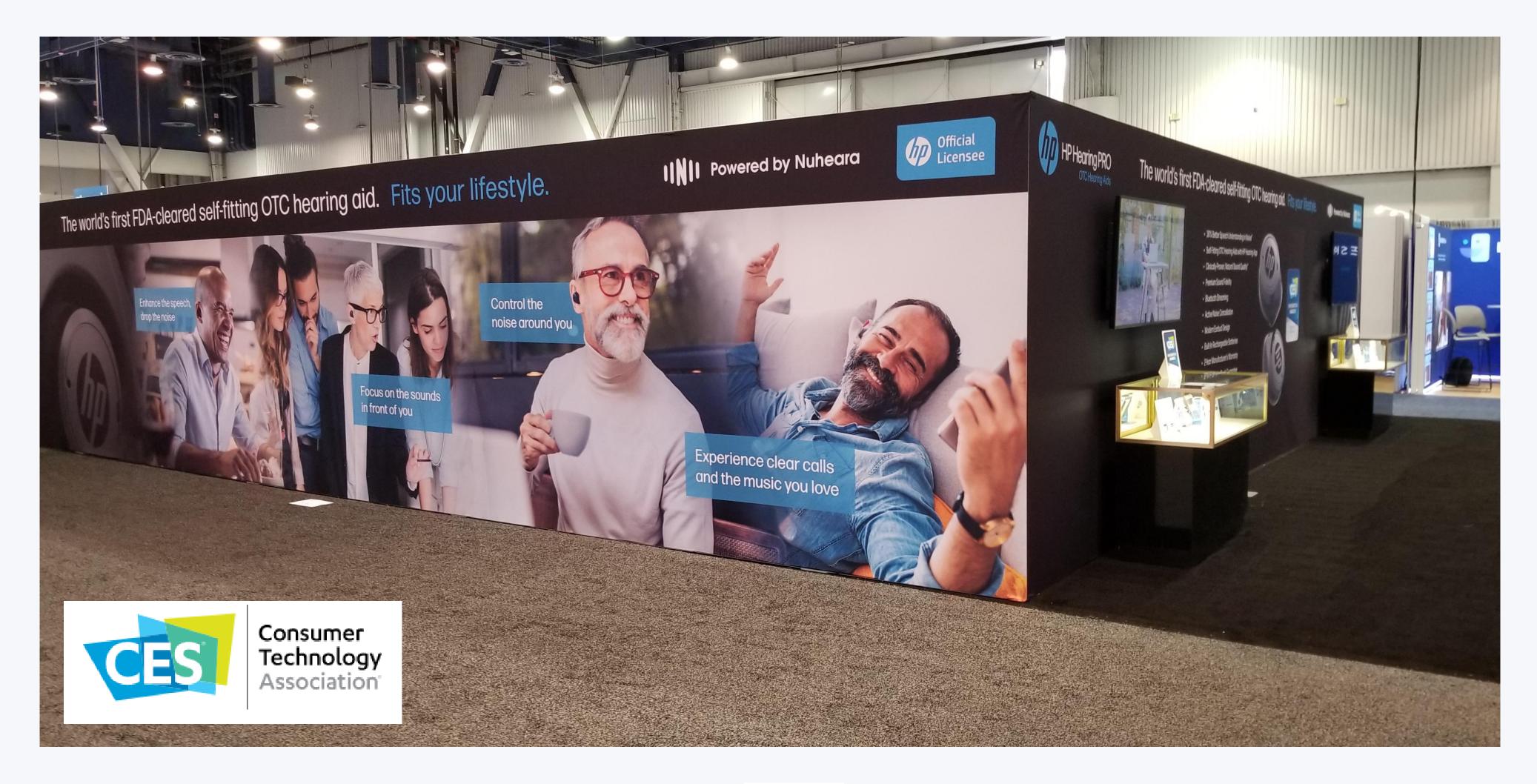
- Undertook final step in meeting regulated medical device standards with clinical trials and US FDA 510(k) submission for self-fit hearing aid
- Landmark US FDA ruling for over-the-counter (OTC) hearing aids opened US addressable market of 40+ million customers (Oct 2022)
- Global Agreement with HP Inc. to develop, manufacture and market Nuheara hearing aids under HP brand – US to start, HP Hearing PRO launched at CES January 2023
- Continue to expand Traditional Retail with a further US Best Buy stores added (300+ total), Amazon marketing, new reach into Walmart, Rite Aid & independent pharmacy (4,000+ POS)
- $\checkmark$  For each POS, with a sale of one HP Hearing PRO unit per month, represents ~\$8k forecast revenue per annum to Nuheara
- Strategic partnership and financial backing from Taiwan based Semi-Conductor company Realtek (~\$9B Market Cap) - 14.5% shareholder
- Prototyped next generation hearing platform on single Realtek chipset
- Co-developed extensive medical device OEM opportunities for development and sale of product for revenue expansion

# NUHEARA





### Launch HP Hearing PRO at CES Jan 2023





### **Key Priorities for 2023**

- Manufacture and ship of HP Hearing PRO Q3 2023FY(Jan-Mar) – book revenue
- Drive growth through expanding range of traditional retail partners with both in-store and online product offerings
- Close out one of many OEM product opportunities being considered with Realtek support
- Continue R&D with innovative hearable and hearing aid solutions with next generation of products/form factors
- Drive costs down through innovative product design and scalable contract manufacturing
- Drive sales margins up through increase products sales as a medical device (hearing aids)
- Generate investor awareness in the size of value and opportunity created as medical device company





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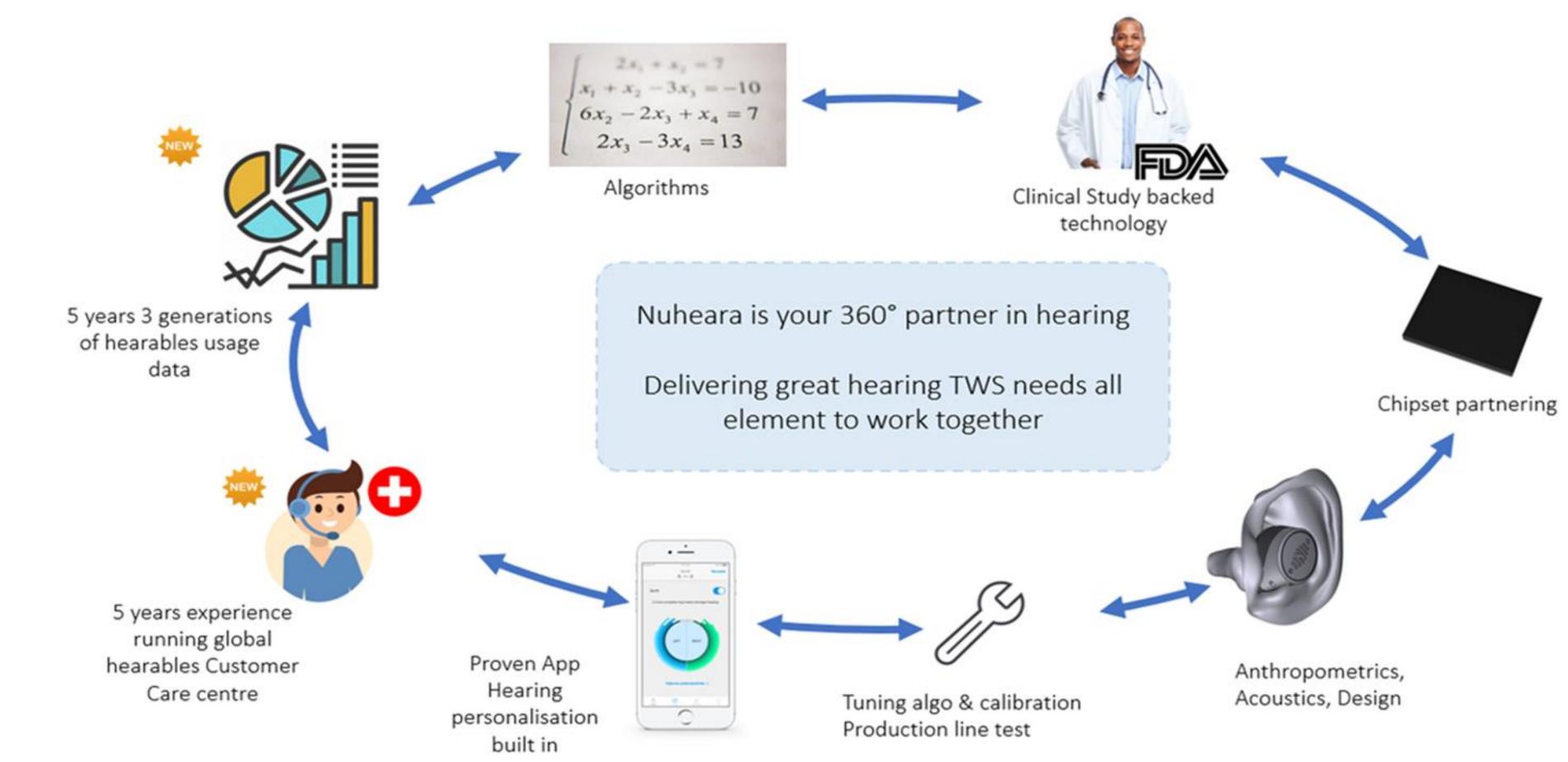
# Hear that sound





### Nuheara Platform – 360° approach to hearing

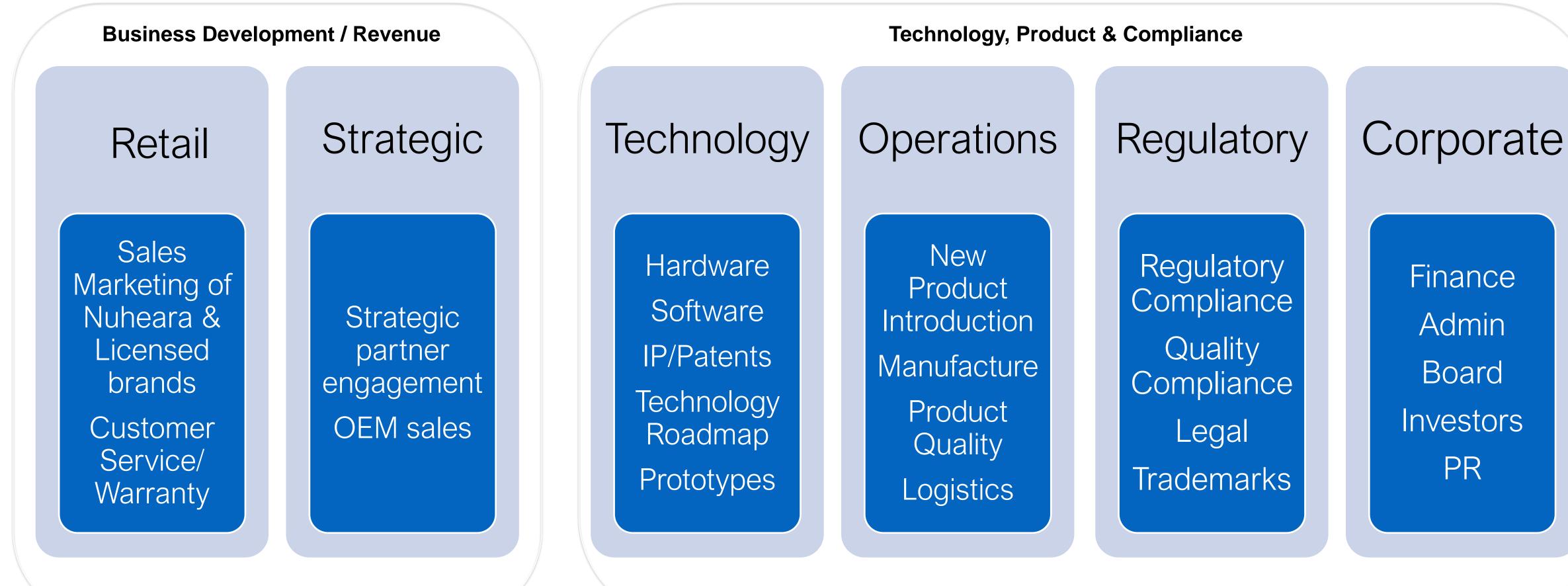
Delivering self-fit medical grade hearing products is a skillset that's far greater than developing great hearing technology





### **Nuheara Structure**

has led Nuheara to a new functional structure.



#### Leading edge medical device design & manufacturing, with a developing base of strategic engagements,

### | **| | |** | |



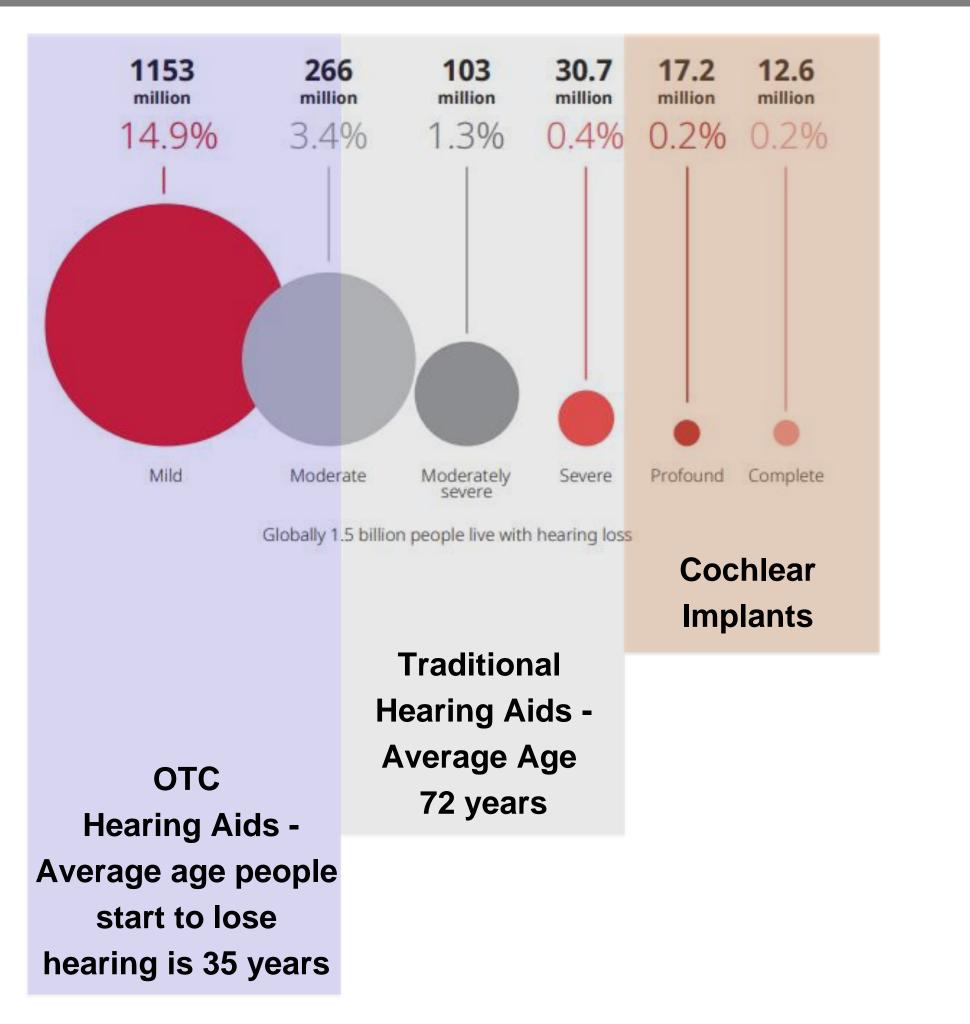
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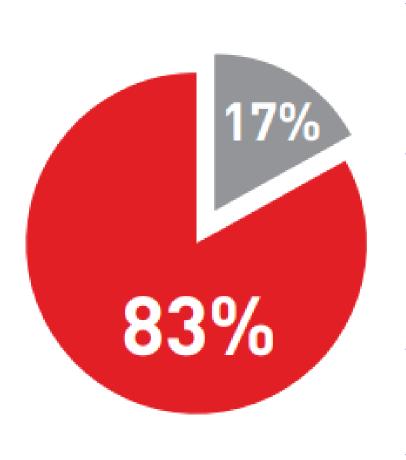
### The hearing market opportunity for Nuheara Meeting the unmet global need in hearing health





#### 02

#### Massive gap in global hearing aid use



- Of the 400 million with moderate to severe hearing loss only 17% have hearing aids
- Gap range is consistently high in all parts of the world, ranging from 77% (Europe) to 90% (Africa), and from 74% to 91% across all income levels
- Only 15-18 million hearing aids sold globally per annum through audiologists
- Negligible penetration of hearing aid use for those 1.1 billion people with mild hearing loss

#### Sell innovative, accessible and affordable self-fit hearing aids to the 1.5 billion mild to moderate hearing loss customers

#### Nuheara average customer age 52 years

### Nuheara enters the regulated hearing aid market

8 years building hearables category has helped us overcome barriers to entry for hearing aids

TRADITIONAL HEARING AIDS



Supporting the ear is hard, as everyone's hearing is unique. R&D is expensive and time consuming. Technology is difficult to support increasingly diverse needs.



Audiology clinic driven. B2B with limited Hearing Aid manufacturers, who also now own an increasing percentage of retail clinics



Hearing Aids are a very specialized field with limited manufacturers supplying into heavily regulated markets around the world.

**SONOVA** HEAR THE WORLD

Demant

Entry barriers to US\$8 billion+ p.a.<sup>2</sup> hearing aid device market



#### NUHEARA



8 years of R&D and 3 generations of IQbuds in market, has provided a rich technology set and the experience to deliver the right hearing solutions.

#### DISTRIBUTION

Built new and unexplored distribution channels to empower the consumer to control their own hearing healthcare journey with the right self-help technology features, purchased from traditional retail or DTC

#### 5 companies hold 99% of the global hearing aid manufacturing market<sup>1</sup>



# WSAudiology

#### REGULATION

New FDA OTC hearing aid regulatory guidelines were published in July 2022 and enacted in October 2022.

This is a US only OTC Hearing Aid category for mild to moderate hearing loss that potentially lays the foundation for change in other countries.

### **US FDA issues landmark proposal for OTC Hearing Aids**

#### What this New hearing aid category means to Nuheara

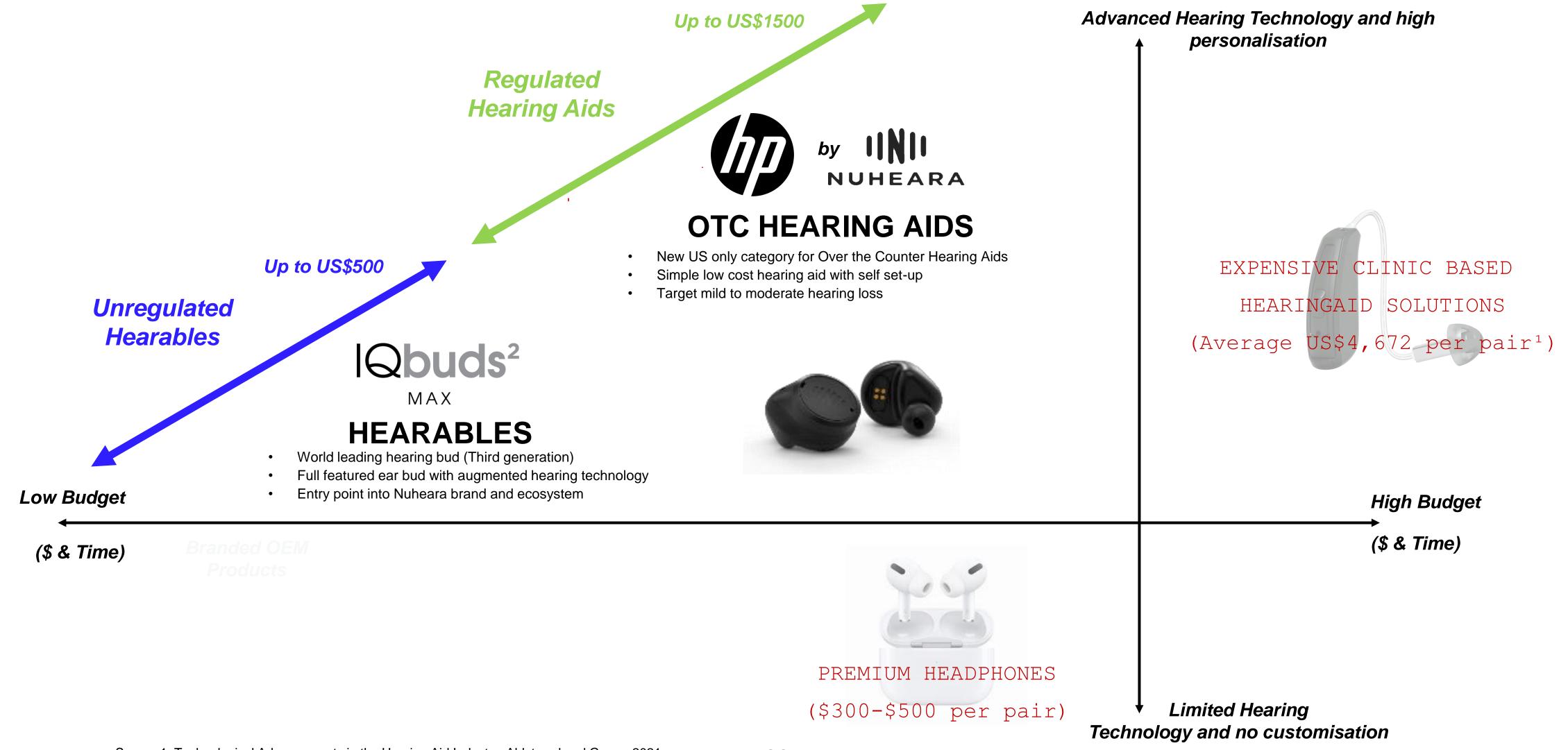
- Levels playing field with big 5 hearing aid companies 510(k) required now for all OTC hearing aids
- OTC significantly opens up regulated points of distribution to the  $\checkmark$ consumer – DTC, Consumer Electronics Retailers, Pharmacy Chains, Specialty Retail, Big Box
- Nuheara has existing relationships with major players (Best Buy, Walgreens, Amazon)
- New retail opportunities via Innerscope hearing kiosk partnership to include Walmart (1500 Stores), Rite Aid (1700 stores) and independent pharmacies (1000+ stores)
- ✓ For each POS, with a sale of <u>one</u> HP Hearing PRO unit per month, represents ~\$8k forecast revenue per annum to Nuheara
- New self-fit service models will allow consumers choice from hearing clinics – professional intervention is unscalable
- ✓ Self-fit technology will dominate OTC product innovation. Nuheara is a pioneer in this with Ear ID<sup>™</sup> since 2018
- Our pursuit of FDA certification in US has been a time consuming and costly exercise but <u>very necessary</u>



#### **New Category OTC Hearing Aid market** expected to be greater than **US \$1.1 Billion in 2023<sup>1</sup>**



### **Transitioning to Hearables and OTC Hearing Aids** Hearing device sales now not restricted to high priced clinic based sales



### **Tactical product positioning**

Multiple brands, with different features at varying price points

# NUHEARA



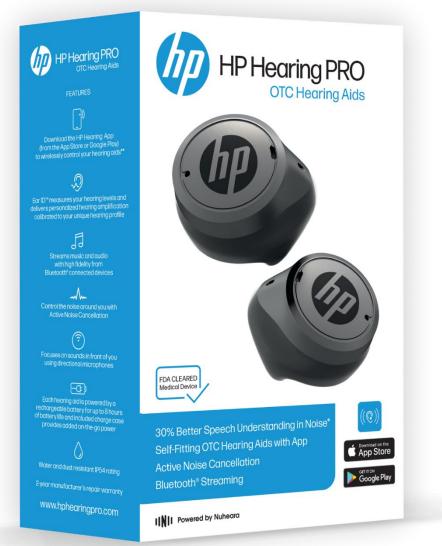
#### Nuheara IQbuds2 MAX

Personal sound amplifier 7 preset environmental programs Bluetooth and active noise cancellation 1-year manufacturer's repair warranty Model: NU318 MSRP: \$499 USD

#### **HP Hearing PRO by Nuheara**

US FDA-cleared self-fitting OTC Hearing Aids Self-fitting air conduction hearing aid, over the counter 30% better speech understanding in noise Bluetooth 5.0, iOS & Android Mobile App 2-year manufacturer's repair warranty Model: NU320-02 MSRP: \$699 USD





### INI

### Nuheara licencing the HP brand for its hearing aids HP is one of the most reputable consumer brands in the US

#### HP is one of the most trusted brands in the US, and the second only to Apple as the most trusted consumer electronics brand

- Major hearing aid brands are relatively unknown to the average consumer
- HP brand is expected to add credibility, recognition, and impetus to drive HP Hearing PRO sales in B2B, retail and online channels
- Nuheara's hearing ads are the first 'medical device' with an HP trademark since it sold its medical device division in the 1990s
- Nuheara expects to gain access to many major US retailers due to the HP brand, and as OTC Hearing Aid regulation expands, to other countries and other global retailers
- Nuheara retains the right to market products under its own brand and also manufacture OEM products under other brands



#### How Reputable Are 100 Major Brands in the U.S.?

The Axios Harris poll surveyed nearly **43,000 Americans** to discover which brands they think excel or falter in society. Once 100 top-of-mind (or "visible") brands were identified, they were then compared across seven dimensions, and ranked according to a reputation score.

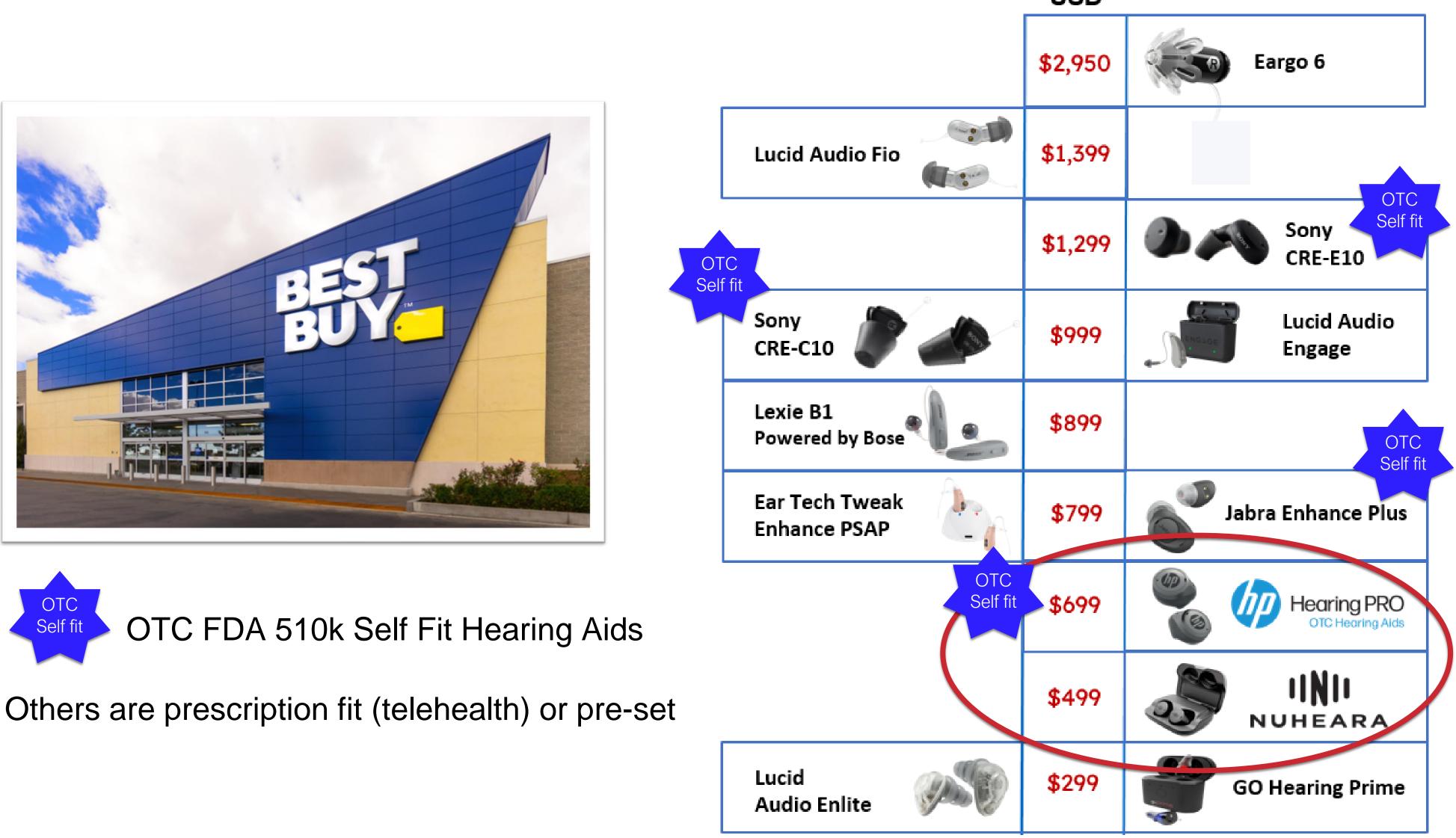
For brands trying to stand out amongst millions, name recognition is crucial.

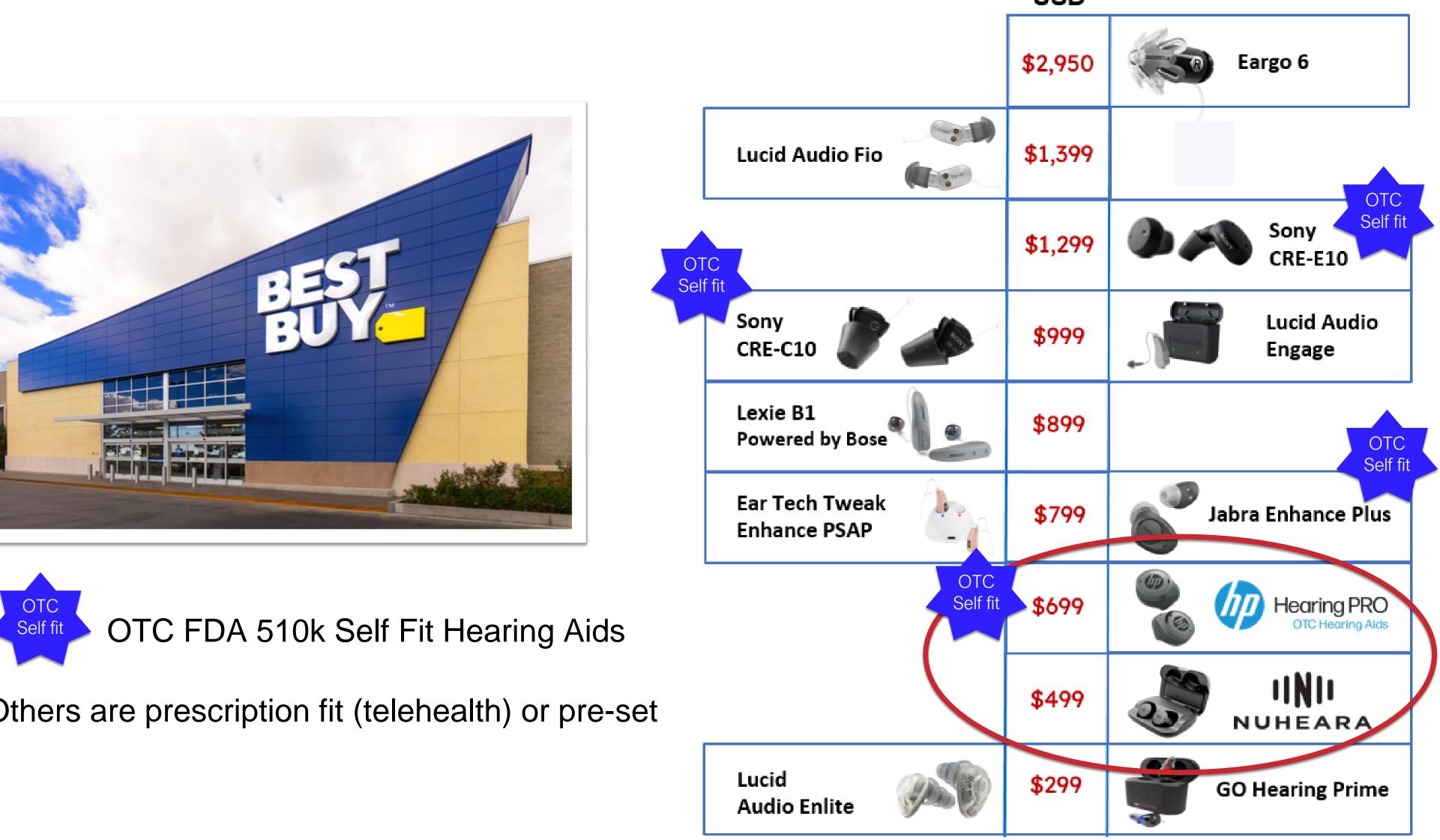


#### Market positioning of Nuheara hearing devices in major retail Right form factor, superior feature sets, at affordable price points USD









#### INI







Current distribution/retail contract with Nuheara

### **USA RETAIL PARTNERS – EXISTING AND PROSPECTS**





<b>Country / Jurisdiction</b>	
USA	







#### THE KROGER FAMILY OF GROCERY BRANDS







### **New OTC Category - US Marketing activities commence** Crutchfield catalogue – 900,000 homes on February 9<sup>th</sup> 2023

By Crutchfield Home A/V Write Archer A.

#### CRUTCHFIELD Legendary Service since 1974<sup>™</sup>

#### Better hearing made more accessible & affordable

For many people, some amount of hearing loss is a fact of life. But for those looking to get their hearing back, the price of prescription hearing aids can be off-putting. Fortunately, there's a new option: overthe counter (OTC) hearing aids are a more affordable solution for those looking to improve their daily life and hear more of the world around them. Read on to learn more about how they work.

#### What are over-the-counter hearing aids?

Over-the-counter (OTC) hearing aids are a recent addition to the hearing aids can be bought without a hearing test or doctor's prescription. Traditional prescription hearing aids can cost thousands of dollars. OTC hearing aids are far more affordable and easier to acquire.



DFC hearing actions in many different shapes and state. Some models has n incognitiz "earbod" sight that concessionless their trans parposes. Others have a raditional lashing the new sight and tend to have all anges battery life.

#### Who should buy OTC hearing aids?

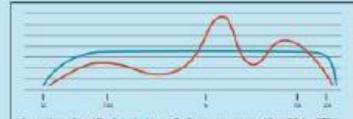
OTC hearing aids are for tolks who have perceived mild-tomoderate hearing loss. If you've found yourself having difficulty understanding others in conversation, or if you find yourself needing to turn up music or TV a lot to hear and enjoy it, you might have some hearing loss. While you don't need a doctor's advice to purchase OTC hearing aids, we recommend seeing an audiologist first to make sure there's nothing more serious going to an intelligible level. You can make adjustments to which on with your hearing or health.

#### **Over-the-counter versus prescription**

There are a few small but important differences between OTC world of consumer electronics, thanks to a new FDA ruling. OTC and prescription hearing aids. OTC hearing aids won't help if you have severe hearing loss. That's a task that prescription hearing aids are designed to tackle. Prescription hearing aids are made for your cars and are programmed by a medical professional. OTC hearing aids depend on the user to set them up. With proper calibration (usually done with a smartphone app), they can boost the frequencies your ears have trouble with.

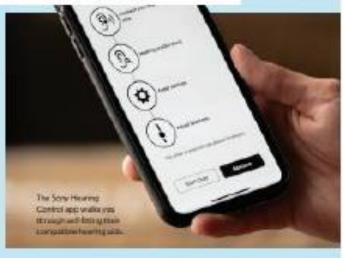
#### What makes them different from personal sound amplifiers?

You may have seen previous OTC devices that look similar to hearing aids. These are called "personal sound amplifiers." They work by amplifying all the sounds around you. OIC hearing aids, on the other hand, boost specific frequencies and are tailored to your hearing needs. PSAPs are great for general use, but you may find that some frequencies are boosted a little too much. OIC hearing aids specifically target the frequencies you have trouble hearing and boosts them to an intelligible level.



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Over-the-counter hearing aids have many different settings depending on your hearing needs. They work by targeting specific frequency ranges (like those common in human speech, somewhere between 80 Hz and 255 Hz), and boosting them frequencies are boosted in the app.



#### The tech that makes them tick

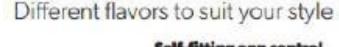
OTC Hearing aids have a top of features and tech built in: Many models use app-based assessments for self-fitting the hearing aids to your ears. The assessments are guided and only take a few minutes. Some models like the Lexie B2 even have environment settings inside the app that let you quickly adjust what sounds your hearing aids focus on depending on where you are. And most models have Bluetooth for music streaming and hands-free calling. Just make sure you choose a model that's compatible with your phone - some models only work with either Apple or Android devices.

#### Give your ears time to acclimate

If you choose to buy a pair of OTC hearing aids, you'll want to make sure you give your ears ample time to adjust. We have a generous 60-day return period to try yours out and make sure your new OTC hearing aids are the right option for your needs. We also offer free lifetime technical support If you run into any trouble or have questions while setting your hearing aids up.

#### Important note:

You must be 18 years or older to purchase these products. OTC hearing aids are designed for users with perceived mild-tomoderate hearing loss. Please consult your physician to see if OTC hearing aids are the right option for your specific hearing needs.













Self-fitting app control

HP and Nuheara teamed up to produce HP Hearing PRO self-fitting hearing aids. They use Focus clirectional microphones to achieve a 30% improvement in speech in noisy environments. Maybe best of all, the clinically validated HP Hearing app (available for Android™ and iOS®) lets you dial in the hearing aids precisely to match your specific hearing needs. HP Hearing PRO over-the-counter hearing aids with Riselecth\* #1625.020 \$600

#### Keep unwanted noise out

These sleek OTC hearing aids from Sony sport a modern earbud-style appearance. They were developed in collaboration with WS Audiology and deliver clear, prescription-grade sound. The hearing aids can automatically adjust ambient noise to keep the sounds you need to hear front and center.

Sony CRE-510 avar-the-cau with Blactooth" #158CR5310 \$1299,99

#### Four unique hearing presets

Lucid Audio's Engage<sup>10</sup> over-the-counter hearing aids sport a slim appearance. Their web-based hearing assessment takes just a few minutes and tells you which of the four built-in hearing presets to select. The Engages are also Bluetooth enabled for music streaming and handstree calling.

Lucid Audio Engage over-the-counter hearing aids #255668784 \$\$\$\$.

#### Plenty of battery for all day hearing help

Lexie and Bose collaborated to create their 82 over-the-counter hearing aids. You can use the Lexie app for on-the-fly sound adjustments that make self-fitting the hearing aids a breeze. Each of the B2s have a rechargeable battery that lasts for up to 18 hours before needing to be charged.

Laste 82 Powered by Base over-the-en bearing aids #2040.05702 \$900

#### Archer Adkins approved headphone geek, electronics enthusiast, and metalhead.

20

#### **HP Hearing PRO**

Self-fitting, over-the-counter hearing aids with Bluetooth® C These bearing nicksport a sleek, modern design and can be self-fitted to your specific hearing need

Eastman her Constitution Araba A



#### \*\*\*\* () Skyntee

Ship-date anteriorys Pro-Dycley mol-tran That/Cycley soften in pr

\$699.00

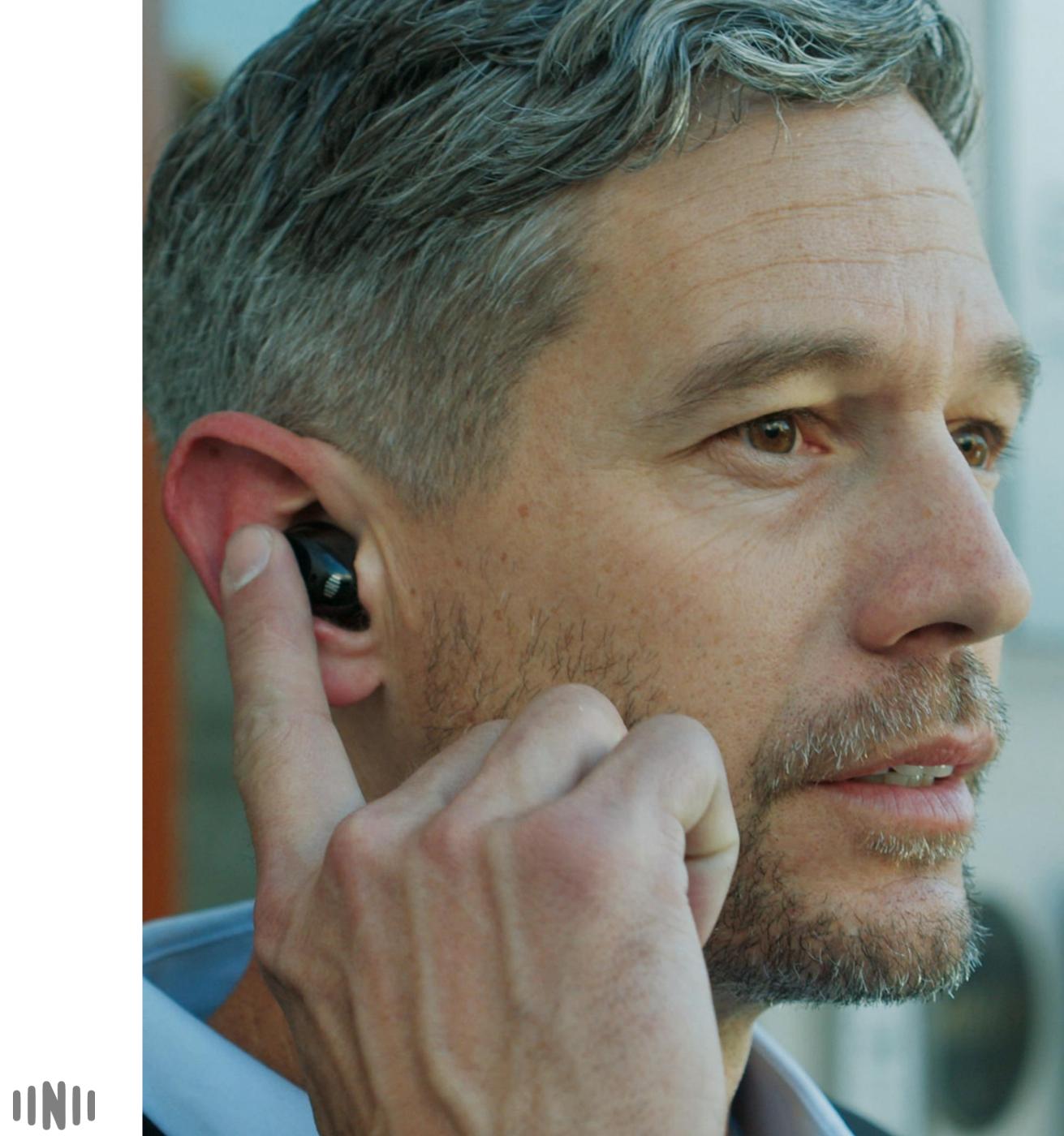
Pre-orde

OTC Self-fitting or pre-set Differentiation in price, form factor, features.

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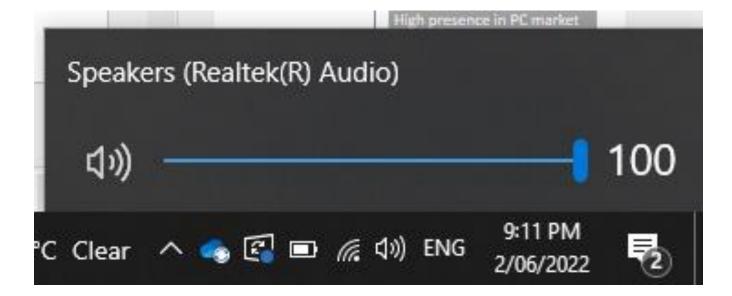
### **Understanding the Realtek Partnership** Who are Realtek

**Realtek Semiconductor** 

Located in Taiwan's silicon valley, Realtek is a leading semiconductor company particularly in audio where they command a large market share

- Founded 1987
- Fabless Semiconductor company
- Annual sales of US\$3.8B
- Listed on Taiwan Stock Exchange Market Cap ~US\$6B
- Approx. 6,300 employees (>86% in R&D)
- Unique in the industry high audio presence, world #1 in audio codecs for consumer and PC
- Realtek sold 3.2B chips in 2021



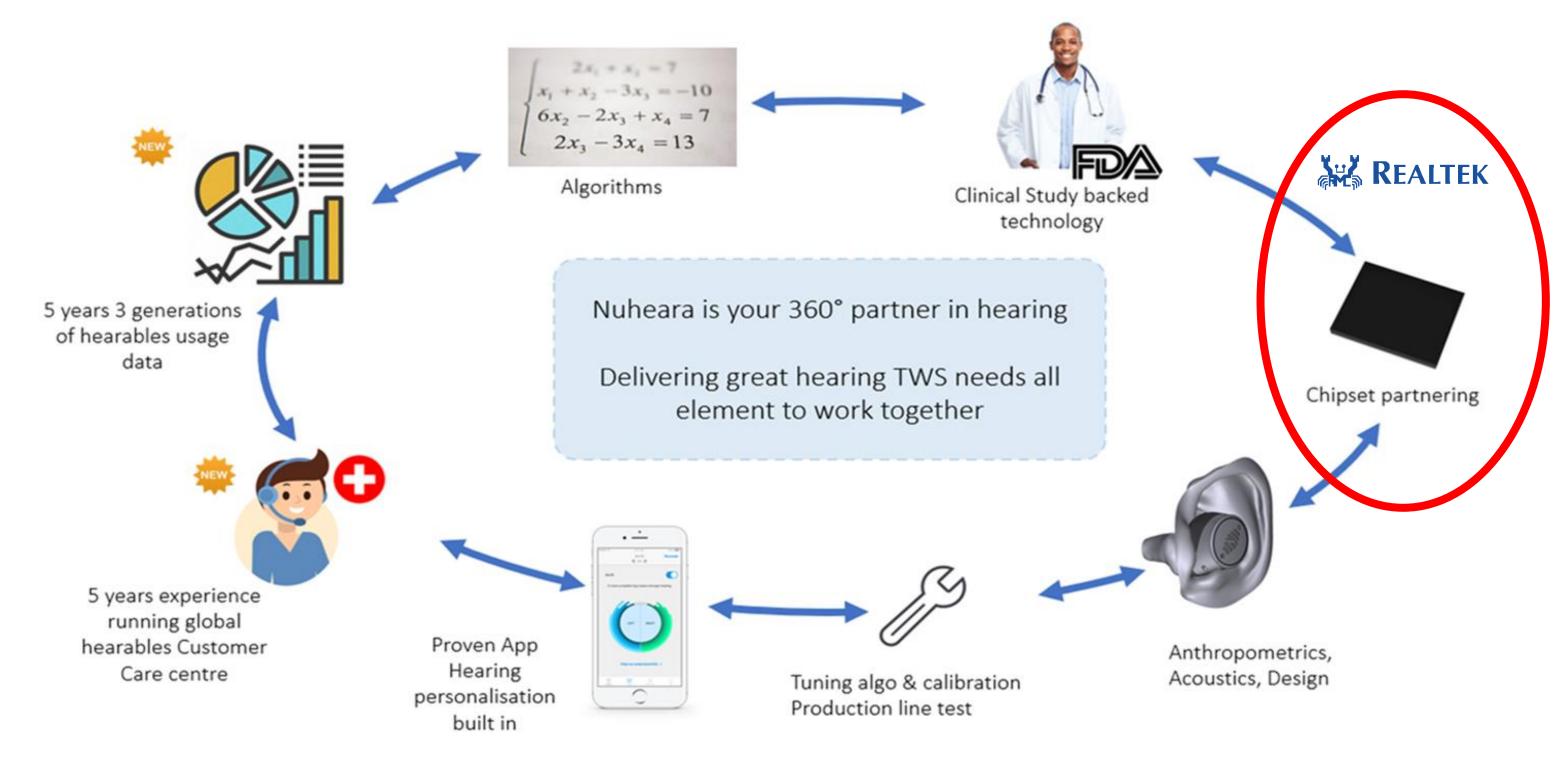


If you've ever seen this on your PC – this is Realtek Semiconductor



### **Understanding the Realtek Partnership** Inserting the missing piece

- Next generation (Gen 4) of Nuheara earbuds move from current 4 chips per ear (Gen 3) to single Realtek chip
- Nuheara has ported its hearing IP onto Realtek chip
- Nuheara now has equal footing with 5 major hearing aid companies that build their own hearing chips for their own supply



### The OEM Opportunity Next generation product

- Next generation earbud prototypes have been built and demonstrated to select clients under NDA at CES in January 2023
- Nuheara 360° end to end solution provides substantial OEM opportunity and competitive advantage
- Nuheara and Realtek sales teams now marketing Gen 4 medical device product platform
- Generated significant OEM interest for Nuheara with hearing, major healthcare and consumer electronics brands wanting to enter OTC hearing market with earbud form factor
- Platform also allowing for development of hearing profile solutions for consumer electronic products beyond earbuds







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