



NUHEARA  
**IQbuds™**

HEAR  
*WHAT YOU WANT*  
TO HEAR



SINC™

super intelligent noise cancellation

AGM Presentation

November 2016

Justin Miller, CEO & Managing Director

# CORPORATE SUMMARY

## Company Snapshot

- Successfully listed on ASX March 2, 2016 @ \$AU 0.025 per share
- Raised over \$8 million in capital
- Including \$5 million in November 2016 @ \$0.06
- Co-located Perth Australia & San Francisco, USA
- Developed intelligent “wearable” audio technology device - IQbuds™
- \$AU 1 million in pre-orders from 3500+ customers in 82 countries.
- On track to commence pre-order shipping in December 2016

## Security Details

### ASX Ticker

NUH

Existing Shares on issue:

- |            |             |
|------------|-------------|
| • Listed   | 410,843,675 |
| • Escrowed | 226,052,321 |

Unlisted Options	70,719,445
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Total Ordinary Shares	636,895,996
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Share Price (25 Nov 2016)	\$AU 0.062
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Market Capitalisation	\$39,487,552
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### Shareholder Groups

Directors & Management	30.4%
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Top 20	49.8%
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# NUHEARA'S WEARABLE VISION



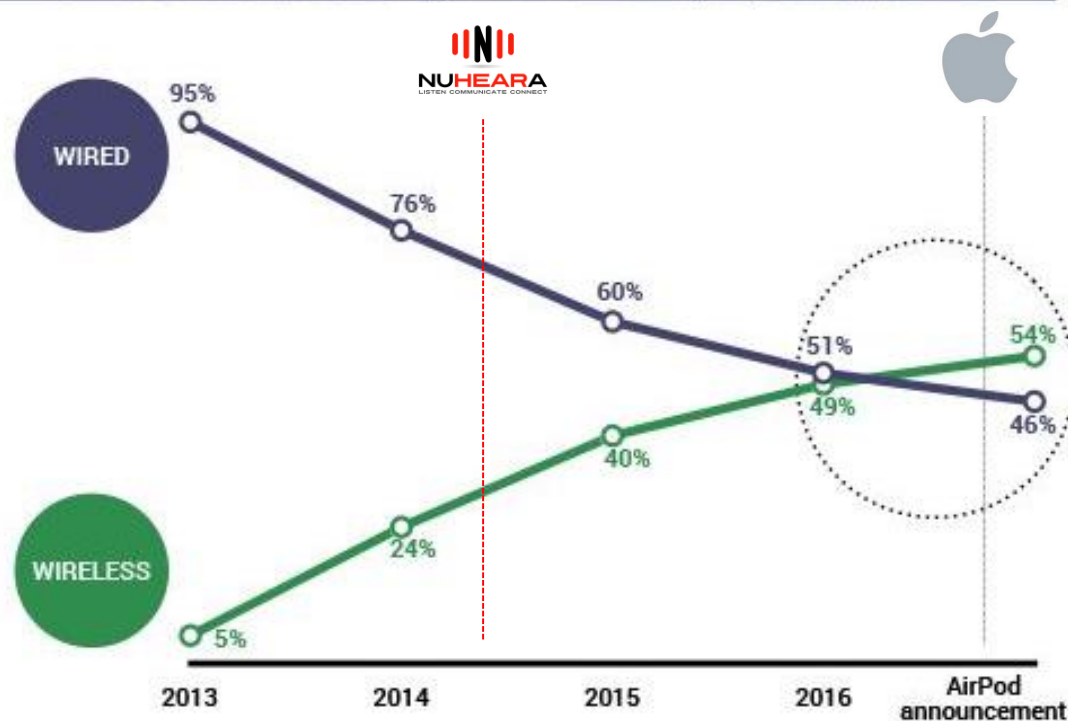
Control What You Hear in Your Digital World and the World Around You - Hearables



# NUHEARA – WIRELESS VISIONARIES?

The shift to wireless headphones is well underway, and this consumer behavior explains why the new iPhone does not have a headphone jack

SHARE OF HEADPHONE REVENUE, WIRED VS. WIRELESS, U.S., 2013-2016, PERCENT



- Wireless headphones must do more than just replicate functions of wired headphones.
- Apple's recent entry to wireless space, validates only part of Nuheara's wireless vision from 2014.
- Nuheara's aim has always to be more than just a wireless earbud such as AirPods.
- IQbuds™ are a hearable or *intelligent* wireless earbud.

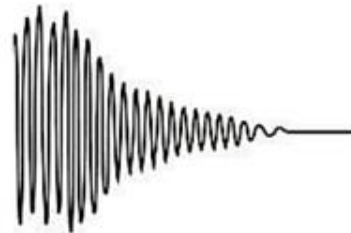


NUHEARA  
**IQbuds™**

Not Just Another Set of Wireless Earbuds.  
*We'll be smarter than that.*



Bluetooth  
Earpiece



Noise  
Cancelling  
Headset



Assisted  
Listening  
Device



Voice  
Control

**IQbuds = Intelligent Hearing**

# IQbuds™ FEATURE SET



## 1 HANDS-FREE CALLING

With Bluetooth capability and no wires, Nuheara IQbuds will enable clear hands-free phone calling.

## 2 STEREO SOUND

Enjoy great stereo sound quality for music, podcasts, audiobooks and other audio streams.



## 3 NOISE CANCELLATION

Enhance your listening experience with noise cancellation that suppresses background noise.



## 4 HEARING BOOST

Multiple microphones and our intelligent processing technology will enhance your hearing in challenging social settings.



## 5 AWARENESS CONTROL

Balance between the world around you and your digital audio streams by controlling the mixing of both inputs.



## 6 PERSONALIZED SETTINGS

Control and save your favorite hearing settings based on location and preferences through our app.



## 7 STYLISH DESIGN

Extensive third party industrial design has gone into the development of IQbuds™, purposely designed to fit most ears comfortably and securely.



## 8 TAP TOUCH CONTROL

With a simple tap, you can answer phone calls, start/stop music and control what you want to hear in your physical and digital worlds.



## 9 CONVENIENT CHARGING/CARRYING CASE

Small enough to fit in your pocket or purse as well as charges IQbuds™ on the go.



## 10 LONG "ON-THE-GO" BATTERY LIFE

4 hours of constant Bluetooth streaming with an additional 3 recharges, provides 16 hours of on-the-go battery life.



# COMPETITIVE LANDSCAPE

## WHAT SETS IQbuds™ APART

Comparison Chart	Nuheara IQbuds™	Bragi Dash	Doppler Here	Earin	Truebuds
Hearing Augmentation (Blend/Mix inputs)	✓	✗	✓	✗	✗
Assisted Listening (SINC™ Technology)	✓	✗	✗	✗	✗
Phone Calls	✓	✓	✗	✗	✗
True Wireless Music	✓	✓	✗	✓	✓
Sensors	✗	✓	✗	✗	✗
Live Music Curation	✗	✗	✓	✗	✗
Unit Cost (USD)	\$299	\$299	\$299	\$199	\$149
Company Valuation (USD)	\$31M	\$175M*	\$150M~	N/A	N/A

New Wireless Ear Bud releases

Fashion & Fitness

Apple Airpods \$189

Samsung IconX \$199

\* Estimated based on \$22M raise December 2016    ~ Estimated based on \$24M raise July 2016

# HEARABLES – MARKET TAXONOMY





# PRODUCT – MARKET FIT VALIDATION

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- One of best performing campaigns on Indiegogo in 2016
- Higher than industry average conversion ratios
- 100+ global distributors and retailers attracted to us

# OUR PATH TO MARKET

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## Intelligent & Truly Wireless

*Hear What You  
Want to Hear*



Sales and Marketing initiatives on being Truly Wireless AND Intelligent have now fostered a diversified range of interested global retailers and distributors including:

- Multi-national Consumer Electronics Retailers
- Speciality Retail/Duty Free
- Pharmacies/Drug Stores
- Audiological practitioners and hearing chains

# CURRENT STATUS

- First Working Wearable Prototype (WWP) in January 2016, iterations of which, have now been beta tested with hundreds of users.
- IQbuds™ now in commercial production @ Flex
- Consumer ready IQbuds™ now shipped to third party certification body to complete FCC (USA), IC (Canada), CE (Europe), RCM (Aus/NZ)
- Certifications expected to be complete in coming weeks.
- Nuheara remains on target to commence initial shipments of IQbuds™ in December 2016.
- Global launch of IQbuds™ at CES, Las Vegas, in January 2017, where it has received a CES award, “Tech for a Better World”.





10 Most Common  
Reactions to

  
NUHEARA  
IQbuds™

# THANK YOU

Shareholders order IQbuds™ online  
[www.nuheara.com](http://www.nuheara.com)  
use discount code *shareholder50*  
and save US\$50 per set.