

NUHEARA EXPANDS RETAIL PARTNERS WITH AMAZON AND BROOKSTONE

Highlights:

- Nuheara announces partnerships with leading retailers Amazon and Brookstone.
- IQbuds™ to be available online at amazon.com in USA, Canada and Europe.
- IQbuds™ to be available initially in 51 stores at Brookstone in USA.
- IQbuds™ stock availability for retailers expected by mid-April 2017, on completion in shipping of current backorders.
- Nuheara continues to push geographical retail expansion and diversified sales channels.

PERTH, Western Australia – Nuheara Limited (Company), Australia’s only ASX listed consumer wearables technology company and a leader in assistive audio, announced today that it is expanding its global IQbuds™ online and in-store retail presence with new partners Amazon and Brookstone. IQbuds™ will be available for sale at these top tier retailers from mid-April 2017, once backorders from the Company’s Indiegogo crowdfunding campaign and www.nuheara.com pre-order sales have been shipped.



Commenting on the retail expansion, Nuheara’s USA based Executive Director and SVP Sales & Marketing, David Cannington said “Brookstone is a great retail partner for IQbuds™. Their stores are primarily based in airports and major shopping malls throughout the USA, which are perfect high traffic locations for IQbuds™ consumers. Alternatively, Amazon offers IQbuds™ a different consumer reach. Amazon is without peer as an online retailer. As such, our initial Amazon marketplace presence in the USA, Canada and Europe will significantly enhance the Company’s prospects of increasing sales volume throughout the course of 2017.”

By total sales, Amazon is the world’s largest online (internet) based retailer. Nuheara’s IQbuds™ will initially be available on amazon.com sites in USA, Canada and Europe.

Brookstone, owned by Sanpower Group, is a leading specialized nationwide retailer of innovative and lifestyle products designed for smart living and have over 200 stores in the USA, Puerto Rico and China. Brookstone also sells products via an online store and its catalog. Brookstone will initially sell IQbuds™ in 41 airport stores and 10 mall stores.

“Together with the recently announced partnership with Best Buy, these new retail partnerships will strategically position Nuheara for rapid consumer adoption across the North American consumer electronics retail market. Furthermore, it lays a very credible retail foundation from which the Company will seek to globally boost IQbuds™ market awareness and increase sales volume.” said Nuheara CEO, Justin Miller.

The Company is continuing to work on further geographical expansion with various distributors and consumer electronics retailers. This expansion is also expected to include some channel diversification into major Telecommunication service providers and Audiological practitioners/hearing chains.

- ENDS -

CONTACTS

Australia

Mr. Justin Miller
CEO and Managing Director
+61 (8) 6555 9999
justin.miller@nuheara.com

USA

Mr. David Cannington
Executive Director
Vice President of Sales & Marketing
+1-415-497-4754
david.cannington@nuheara.com

About Nuheara

Nuheara is an innovative audio Wearables company. It has developed proprietary hardware and software to deliver multi-functional intelligent hearing technology that augments a user’s hearing and facilitates cable free connection to smart devices. With Nuheara’s IQbuds™, consumers are able to augment their hearing according to their personal hearing preferences and connect hands free with their voice enabled smart devices. Nuheara’s mission is to improve people’s lives by allowing them to seamlessly listen, communicate and connect to their physical and digital world. Learn more about Nuheara: www.nuheara.com.