

## TARGET COMMENCE IQbuds™ SALES IN THE US

### HIGHLIGHTS

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- ❖ Target has commenced selling Nuheara IQbuds™ online at target.com in US.
  - ❖ Target are the second largest mass merchandising retailer to Walmart in US.
  - ❖ Also follows Nuheara's IQbuds™ recent Best Buy retail expansion to 210 US stores and Brookstone's expansion to 201 US stores.
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Nuheara Limited ("**Company**" or "**Nuheara**") is pleased to announce that US mass merchandiser Target Corporation ([www.target.com](http://www.target.com)) has commenced sales of IQbuds™ via its online platform target.com.

Commenting on this retail expansion, Nuheara's CEO, Mr Justin Miller, said, "As a mass merchandiser, Target are the second largest retailer in this category in the US to Walmart. Our foray into this retail category is an important step forward for Nuheara and a credit to the strong brand relationships held by our US distributor WYNIT. We are very happy to accept that our online sales performance will be viewed as a trial to determine whether or not IQbuds™ are ultimately sold in brick and mortar Target stores. We have had similar successful trials with retailers in other categories such as Best Buy and Brookstone. Target is a wonderful sales opportunity being afforded to the emerging Nuheara and IQbuds™ brands and speaks volumes for the product's technology and performance."

### About Target Corporation

**Target Corporation** is the second-largest mass merchandiser/discount store retailer in the United States, behind Walmart, and a component of the S&P 500 Index.

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### 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](http://www.nuheara.com).