

IQbuds™ CONTINUES RAPID GLOBAL RETAIL EXPANSION

HIGHLIGHTS

- ❖ Nuheara grows IQbuds™ stocked brick and mortar (B&M) retail presence from 42 stores to more than 600 stores, in 3 months.
- ❖ Nuheara expands B&M retail presence from USA to UK, Europe, Middle East and Mexico with more countries and regions in the pipeline
- ❖ Nuheara expects 1800 B&M stores selling IQbuds™ by the end of 2017
- ❖ New B&M retailers currently being on-boarded include leading brands Harrods, Selfridges, Elkjop, Media Markt and Liverpool with more retailers in the pipeline

Nuheara Limited ("**Company**" or "**Nuheara**"), the inventor and manufacturer of multi-award winning IQbuds™, is pleased to announce the continued global growth in brick and mortar (B&M) and online retail stores now selling IQbuds™ or are in the process of on-boarding (stocking and staff training) IQbuds™.

On July 1, 2017, the Company had 42 stocking brick and mortar retail stores, predominantly in the US, offering IQbuds™. In the 3 months since, this has now grown to more than 600 leading brand retail stores across North America, Europe and the Middle East. As the Company continues to on-board more brands and stores, the current forecast for B&M retail stores selling IQbuds is expected to reach 1800 stores by the end of 2017 calendar year.

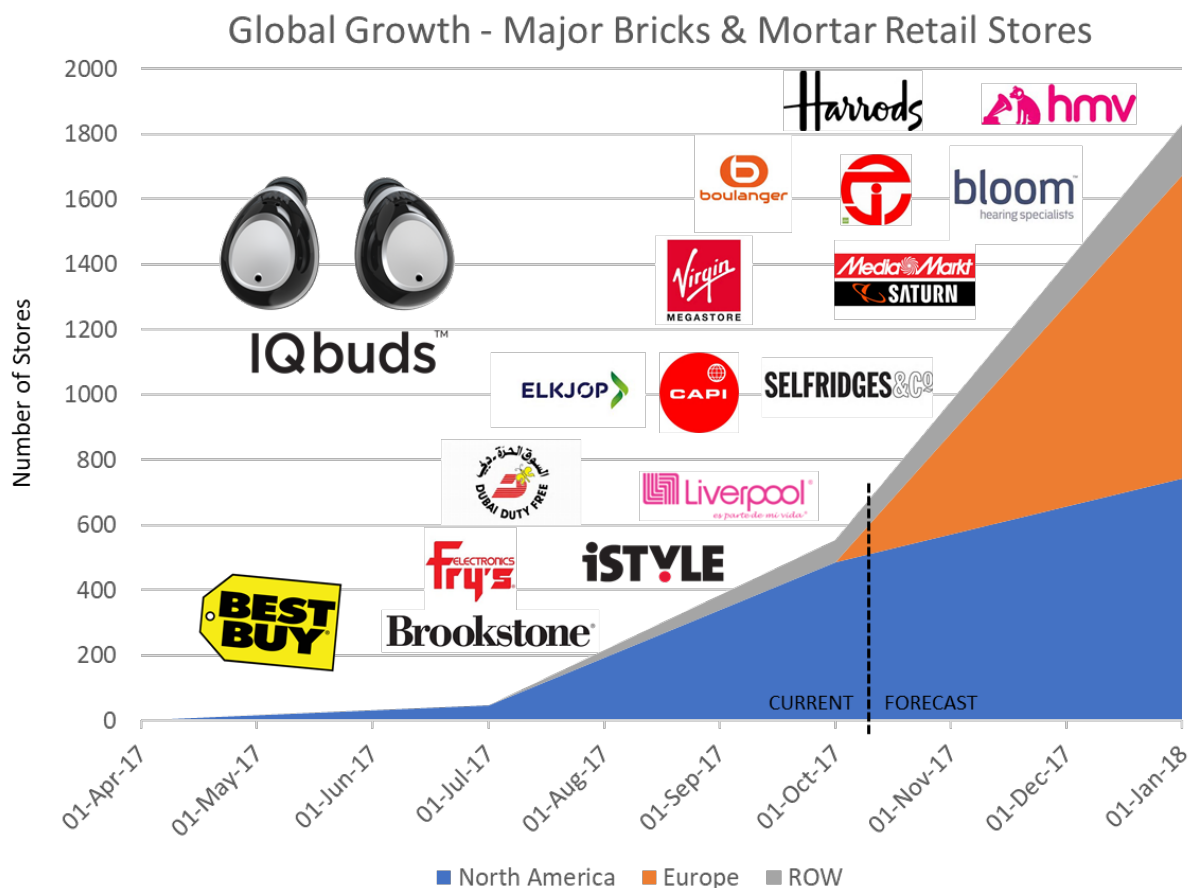


Figure 1: IQbuds™ Brick and Mortar retailers, with current and projected store growth

“The past 3 months has seen the continued expansion of our go to market strategy – namely the growth of IQbuds™ retail presence in more and more retail outlets,” said Nuheara’s CEO & Co-founder, Mr Justin Miller. “With 80% of consumer electronics still purchased by consumers in brick and mortar stores, it was imperative that we gained a physical foothold in these stores. Our online sales and corresponding strategies, can only take us so far. Accordingly, it is very pleasing that our planned expansion of our early adopter brick and mortar retailers, together with the on-boarding of new B&M retailers in new regions, has now laid a solid foundation from which the Company can expect to build significant sales volume.”

“Importantly this expansion now includes the on-boarding of leading brand retailers such as Harrods, Selfridges, Virgin, Elkjop, Media Markt and Liverpool across Europe, the Middle East and Mexico. These new retailers are a tribute to the early success we have generated with the likes of Best Buy, where a 238 select US store expansion was completed in August. In early September we also completed the onboarding of all 210 Brookstone stores (from 41 stores), with an improved in-store point of sale display presence. This also coincided with withdrawal from B&M retail of our closest competitor in Here One.” said Mr Miller.

True Wireless Point of Sale Display pre September 2, 2017

True Wireless Point of Sale Display post September 2, 2017



Figure 2: IQbuds™ improved Point of Sale (POS) Display in Brookstone stores

The Company is also continuing to strengthen its online presence with powerhouses such as Amazon in the US and Europe. These online partnerships also represent opportunities, such as Target and Dixons, to build IQbuds™ product and brand awareness with major hybrid (online and brick and mortar) retailers, prior to potential brick and mortar deployments.

Major Online Only Retail Stores



Figure 3: IQbuds™ current and planned online sales partners.

“The retail landscape is rapidly changing and these hybrid retailers will become critical to our success,” said Mr Miller. “This is highlighted by IQbuds™ newest online retailer in the US, The Grommet, being acquired last week by the global 5,000 retail store Ace Hardware Corporation. We have opportunity.”

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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.