

**NUHEARA COMMENCES DRTV & TELESales CAMPAIGN IN US**

**HIGHLIGHTS**

- ❖ Nuheara commences Direct Response TV (DRTV) IQbuds™ infomercial on US cable TV
- ❖ Backed by extensive Telesales operatives, DRTV compliments Nuheara’s other retail strategies including the 1000+ global Brick & Mortar store placement, third party online sales with companies such as Amazon and Direct to Consumer Sales via the Company’s own websites
- ❖ DRTV campaign to run for the next 3 weeks on variety of cable channels including Discovery, MTV, TNT and MGM

Nuheara Limited ("**Company**" or "**Nuheara**") is pleased to announce the commencement of Direct Response TV advertising in the US for IQbuds™. The DRTV campaign is backed by extensive Telesales operatives and further compliments Nuheara’s multifaceted IQbuds™ retail sales strategies which include global Brick and Mortar store placement, third party online sales and direct to consumer Nuheara web sales.

Commencing today in the US, the Company’s 5-minute infomercial (<https://youtu.be/j7xk07OvkBA>) will initially air across a variety of cable channels including MGM, Discovery, TNT and MTV.



*Figure 1: Excerpts from the DRTV Campaign*

Commenting on the DRTV initiative Nuheara EVP Sales and Marketing, David Cannington, said “DRTV is another key ingredient in Nuheara’s holiday campaign and is timed for the three of the biggest weeks of the year in consumer spending. We believe it will not only drive customers to our out-sourced telesales operations, but it will also drive customers into our retail partners stores, third party on line partners like Amazon and our own online web-store.”

DRTV is a huge industry in the USA. According to industry leading research firm DRMetrix, in 2016 the industry was used by 3500 brands with 7.92 million spots totaling \$6.4 billion worth of ad inventory.

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### About Nuheara

Nuheara is an innovative audio wearables company that has developed proprietary and multi-functional intelligent hearing technology that augments a person's hearing and facilitates cable free connection to smart devices. Nuheara is based in Perth, Australia and has offices in San Francisco and New York, USA. Nuheara was the first consumer wearables technology company to be listed on the Australian Stock Exchange (ASX).

In 2016, the Company released its revolutionary wireless earbuds, IQbuds™, which allow consumers to augment their hearing according to their personal hearing preferences and connect hands free with their voice-enabled smart devices. IQbuds™ are now sold in major consumer electronics retailers and professional hearing clinics around the world. The Company's mission is to improve people's lives by allowing them to seamlessly listen, communicate, and connect to their physical and digital worlds. Learn more about Nuheara: [www.nuheara.com](http://www.nuheara.com).