

ASX MARKET RELEASE

Nuheara: launches new suite of smart personal hearing devices at CES 2018 in Las Vegas, USA

HIGHLIGHTS

- Nuheara solidifies brand as a global leader in smart personal hearing devices that enhance and amplify human experiences with a suite of new intelligent hearing products.
- Nuheara launches **IQbuds Boost™**, and **LiveIQ™**, at the Consumer Electronic Show, Las Vegas (7-12 January).
- New products will expand Nuheara’s offerings in both Consumer Electronics and Hearing Solutions retailers, thereby leveraging existing and growing relationships in both sales channels.
- In development for over 12 months, these new products support Nuheara’s ongoing commitment to Research and Development and leading the smart wearable devices market.



Figure 1: New Introductions Position the Company as a Global Leader in Intelligent Hearing Devices

8 January 2018 – Las Vegas, United States

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara") a global leader in Intelligent Hearing: smart personal hearing devices that enhance and amplify human experiences, is pleased to announce the debut of a suite of new products.

Smart connected devices are here now, with successful consumer facing electronics companies embracing, adapting and leveraging the smart device revolution by simplifying and enhancing human experiences. Accordingly, Nuheara is at the forefront of creating smart personal hearing devices beyond the engineering of one dimensional wireless earbuds.

Further, sophisticated hearing technology no longer remains solely in the domain of hearing aid companies. Smart personal hearing devices that enhance human experiences will be the product of choice for consumers. The expanded range of Nuheara smart personal hearing devices now includes two new revolutionary intelligent earbud products, in addition to an upgrade of the multi-award winning IQbuds™. These three exciting products are being showcased during Unveiled and at the Sands Expo, Booth 44746, throughout the duration of CES Las Vegas this week.

IQbuds Boost™, the first of the company's new introductions, provides deeper, more sophisticated levels of personalisation, customisation, and amplification than that provided by Nuheara's existing **IQbuds™** product. Also being introduced is **LiveIQ™**, which integrates Nuheara's unique hearing intelligence capabilities with Active Noise Cancellation (ANC) – all in a true wireless earbud form. Nuheara is also pleased to announce a refresh and upgrade for **IQbuds™** that will extend performance to 20 hours of on-the-go Bluetooth streaming and 40 hours of Hearing Processing.

“We are committed to a leadership role in the smart personal hearing devices space, and with these two new exciting products and the refresh and upgrade of IQbuds™, we are in a unique position to make a further impact on the hearables market,” said Justin Miller, co-founder and CEO of Nuheara.

“With an industry-first suite of intelligent hearing devices we can now appeal to a broader range of global customers, with varying hearing needs, supported by scaled price points.”

With the launch of IQbuds Boost™, Nuheara had the foresight to develop a new product that compliments IQbuds™, to leverage the potential explosion of the assistive audio segment and the opportunities resulting from the Over-the Counter Hearing Aid Act of 2017. IQbuds Boost™ will be available to consumers by April 2018.

Also launching in 2018 is LiveIQ™, one of the first intelligent truly wireless earbuds with Active Noise Cancellation (ANC). This allows users to enhance their audio experience by integrating industry standard noise cancellation technology with selected features from Nuheara's unique hearing intelligence software. Priced at under US\$200, LiveIQ™ opens up a broader consumer market for Nuheara without compromising the level of intelligence the market has come to expect from the company. LiveIQ™ will be available for pre-order early in the new year with an expected 2018 northern hemisphere summer delivery and in-store availability.

On the market since January 2017, IQbuds™ has set a standard in delivering cutting-edge augmented hearing capabilities, and went on to win seven international innovation awards. Nuheara is pleased to also announce extended battery life for its original product, with 20 hours of on-the-go Bluetooth streaming and 40 hours of Hearing Processing now possible.

Nuheara will demo these new products for the first time in public at CES Unveiled, and at the company's CES booth at the Sands, Las Vegas.

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About Nuheara

Nuheara is a global leader in Intelligent Hearing: smart personal hearing devices that enhance and amplify human experiences. Nuheara 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.