

ASX MARKET RELEASE

Nuheara partners with HEARing CRC and National Acoustic Laboratories: first hearable to utilise international, industry-recognised NAL-NL2 for hearing aids

HIGHLIGHTS

- Nuheara has partnered with The HEARing Cooperative Research Centre (HEARing CRC®) and its member - the globally renowned National Acoustic Laboratories (NAL) - to license its international, industry-recognised NAL-NL2 prescription procedure, becoming the only hearable company globally to do this.
- NAL-NL2 is a non-linear fitting procedure that has traditionally been used for the prescriptive fitting of hearing aids and maximises speech intelligibility for hearing aid users.
- NAL-NL2 is licensed to major international hearing aid companies and audiology equipment manufacturers and is used to fit more hearing aids worldwide than any other system.
- Nuheara plans to leverage the explosion of the assistive audio segment with the launch of IQbuds™ Boost™ and the opportunities resulting from the Over-the Counter Hearing Aid Act of 2017.
- Nuheara develops a new proprietary hearing personalisation process, Ear ID™, which allows users to measure, analyse and calibrate IQbuds™ to their own hearing profile.

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Nuheara Limited (ASX: NUH) ("Company" or "Nuheara"), a global leader in Intelligent Hearing: smart personal hearing devices that enhance and amplify human experiences, has partnered with Australia's HEARing Cooperative Research Centre and its member, The National Acoustic Laboratories (NAL), to license its international, industry recognised NAL-NL2 – the only hearable company globally to have access to this technology.

The HEARing CRC brings together NAL, Cochlear and 20 of Australia's leading hearing and healthcare organisations to collaborate on world-leading research and technology translation projects.

NAL-NL2 is a non-linear fitting procedure that has traditionally been used for the prescriptive fitting of hearing aids. It is currently licensed to major international hearing aid companies and audiology equipment manufacturers and is used to fit more hearing aids worldwide than any other system.

“Nuheara's partnership with HEARing CRC/NAL and its licensing of its prescription fitting technology NL2 is the first for any hearable company globally. Nuheara is using this technology with its new product, IQbuds Boost™, wireless earbuds which add a deeper level of personalisation and amplification to the existing IQbuds™ product,” said Justin Miller, CEO of Nuheara.

“Nuheara plans to leverage the explosion of the assistive audio segment with the launch of IQbuds Boost™ and the opportunities resulting from the US Over-the Counter Hearing Aid Act of 2017.”

Nuheara has developed a new proprietary and innovative process called Ear ID™, which creates a unique personal hearing profile by evaluating the users’ own hearing capabilities, integrating the international, industry-recognised NAL-NL2 prescription formula. Utilising Artificial Intelligence functionality via neural networks, Ear ID™ then automatically calibrates IQbuds Boost™ for a truly personalised hearing experience.

“IQbuds Boost™ represents a huge leap forward in assistive audio devices by delivering a uniquely personalised hearing experience for the user,” said Justin Miller, CEO of Nuheara.

“NAL’s mission is to improve hearing health through innovation in technology and science. We are excited about Nuheara expanding the global reach of its NAL-NL2 fitting prescription by introducing it to the worldwide hearables market,” said Dr Brent Edwards, Director of NAL.

“We are delighted to be able to partner with Nuheara to bring our technology to new audiences. Until now, NAL-NL2 has been focused on hearing aid and audiological applications, so we are thrilled that global consumers will now have access to our leading technology through the IQbuds Boost™ product that they can buy over the counter,” said Professor Robert Cowan, CEO of the HEARing CRC.”

IQbuds Boost™ will be available to consumers by April 2018 and is being showcased during Unveiled and at the Sands Expo, Booth 44746, throughout the duration of CES Las Vegas in January 2018.

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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.

About The HEARing CRC and The National Acoustic Laboratories (NAL)

The HEARing CRC, NAL and many of its members, co-located at the Australian Hearing Hub at Macquarie University is an exemplar of how collaborative research developed to meet identified end-user needs can be implemented into world-wide use through support of new Australian SMEs such as Nuheara. Supported through the Australian Commonwealth Government's Cooperative Research Centres Programme, HEARing CRC has contributed to commercial cochlear implant technologies as well as clinical diagnostic and fitting technologies for both cochlear implants and hearing aids such as NAL-NL2 that are now in world-wide use.

Learn more about The HEARing CRC: www.hearingcrc.org

The National Acoustic Laboratories (NAL) is the research division of Australian Hearing, a Statutory Authority under the Commonwealth Department of Human Services. Since 1947, NAL's research into hearing has advanced the scientific understanding of the needs of those with hearing difficulty and how to help them. NAL also develops hearing health-related technologies and clinical practices that help people with hearing loss, the professionals who treat them, and the companies that develop hearing health solutions.

Learn more about NAL: www.nal.gov.au



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