

ASX MARKET RELEASE

Nuheara cements position as global leader in smart hearing devices at CES

HIGHLIGHTS

- Nuheara cements position as global leader in smart hearing devices with significant interest in two new products from international retailers, distributors and buyers.
- World class **LiveIQ™** Active Noise Cancellation wireless earbuds at sub US\$200 price point fosters significant expansion and extension of current retail opportunities.
- **IQbuds Boost™** first smart personal hearing device to utilise international, industry-recognised NAL-NL2, used in hearing aids, leverages the US Over the Counter Hearing Act 2017.
- Extensive global media coverage for new products with over 30 unique stories, including major media outlets.
- Nuheara completes over 1200 individual demonstrations of its IQBuds™ during first two days (of four) at CES.

12 January 2018 – Las Vegas, United States

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara") has cemented its position as a global leader with significant interest in two new products from international retailers, distributors and buyers at the annual Consumer Electronic Show (CES) in Las Vegas.



Figure 1: Nuheara's booth at CES, Sands Expo, from left to right: Stevie Wonder enjoying his IQBuds™; the crowds of CES experiencing Nuheara; and CEO Nuheara, Justin Miller doing a live cross into Sky News Australia.

With over 170,000 attendees, CES is the world's largest gathering place for the business of consumer technologies. It has served as the proving ground for innovators and breakthrough technologies for 50 years.

Nuheara's booth at CES was located in the Sands Expo, at the intersection between smart personal devices and health and sports fitness. The Nuheara stand was visited by thousands of people over the first two days and more than 1200 people experienced a demonstration of Nuheara's flagship product, IQBuds™ for the first time.

The international media response has been extensive with over 30 unique stories, including major media outlets: Bloomberg, Reuters, The Australian Financial Review, Sky News, Digital Trends, TechCrunch, Tech Radar, Endgaget and Wearable.

The response to Nuheara's expansion of a smart personal hearing device at a sub US\$200 price point with **LiveIQ™** Active Noise Cancellation (ANC) wireless earbuds received a strong positive response from retailers, buyers and distributors. This feedback represents a significant expansion and extension of current retail opportunities.

IQbuds Boost™ first smart personal hearing device to utilise international, industry-recognised NAL-NL2, used in hearing aids was demonstrated to international media and hearing health connected distributors and retailers. Nuheara plans to leverage the US Over the Counter Hearing Act 2017 for the expansion of IQbuds Boost™ as the first and only company to currently meet the US legislative regulations.

"As we come to the conclusion of CES, we are delighted at the response from industry, retailers, buyers, distributors, media and consumers to Nuheara's new suite of products," said Justin Miller.

"Building on the success of IQBuds™ during 2017, Nuheara is now approaching over 2000 brick and mortar retail stores and a proliferation of online retail internationally. Our expanded suite of products can be leveraged quickly and globally to a significant consumer base given these pre-existing retail and distribution relationships. This has a threefold effect on Nuheara's business over 2018.

"Nuheara's product expansion shows the market – and our competitors – that we are more than a one product company. We are leaders in the smart personal hearing devices market. This market is not the future: it's here now."

Nuheara launched its two new products at CES, **IQbuds Boost™**, which provides deeper, more sophisticated levels of personalisation, customisation, and amplification than that provided by Nuheara's existing **IQbuds™** product. The Company also introduced **LiveIQ™**, which integrates Nuheara's unique hearing intelligence capabilities with Active Noise Cancellation (ANC) – all in a true wireless earbud form.

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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.