

# ASX MARKET RELEASE

## Nuheara expands global hearing health care sales channel

### HIGHLIGHTS

- Global hearing health care channel expansion supports the Company's impending IQbuds Boost™ product release
- Hearing health care distribution expansion includes:
  - Puretone, operating in 48 countries supporting 11,000 independent hearing clinics
  - Oaktree Products, the US leading provider of clinical supplies to hearing care industry
  - Intracon UK (T/A PC Werth) serving more than 3,000 UK hearing retailers
- Hearing health care retail (Store) expansion includes:
  - Bloom Hearing Clinics (Widex) expansion from Australia to UK
  - Bloom Hearing expansion will continue with Hong Kong, Singapore and New Zealand based clinics
  - Grand Audition with 26 Hearing Centres across France
  - Appointment of multiple independent hearing clinics as approved Nuheara resellers

### 8 February 2018 – Perth, Australia

Nuheara Limited ([ASX: NUH](#)) ("Company" or "Nuheara") is pleased to announce the continued growth and development of its global hearing health care sales channel, with the expansion and addition of new retail and distribution partners.

Nuheara CEO, Justin Miller, stated, "Nuheara has worked hard to ensure that the business has multiple sales paths from which it can reach its potential market. Accordingly, IQbuds™ unique feature set and market positioning has enabled the Company over the past 12 months to develop a growing global presence within both the consumer electronics and hearing health care markets."

The hearing health care channel expansion includes growth across large retail (clinics/stores), independent retail and large-scale hearing aid and hearing accessories distribution.

The Company's hearing health care distribution includes:

- Puretone, a Hearing Aid and Accessories Distributor that operates in 48 countries supporting 11,000 independent hearing clinics, with 90 clinics already stocking IQbuds™
- Intracon UK (T/A PC Werth) serving more than 3,000 UK hearing retailers
- Oaktree Products, the US leading provider of clinical supplies to the hearing care industry

Nuheara's hearing health care retail expansion includes:

- Bloom Hearing Clinics (Widex) initially trialling IQbuds™ in Australia, to now include 24 Bloom UK hearing clinics and 3 Acuitis UK Optical and Hearing stores.
- Bloom Hearing expansion will continue with Hong Kong, Singapore and New Zealand based clinics
- Grand Audition with 26 Hearing Centres across France
- Appointment of multiple independent hearing clinics as Nuheara approved resellers

“With IQbuds Boost™ now set for global release within the next 12 weeks, the Company is well prepared to support an ever-strengthening hearing health care sales channel that will now carry two of Nuheara's products - IQbuds™ and IQbuds Boost™. These products will support consumers with varying hearing needs and more importantly, provide choice with distinct product feature sets and price points. Our global hearing health care product initiatives are all about providing accessibility and affordability in a rapidly changing hearing market landscape.” said Mr Miller.

- ENDS -

## **CONTACTS**

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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](http://www.nuheara.com).