

# ASX MARKET RELEASE

## Nuheara appoints ex Microsoft executive to Board

### HIGHLIGHTS

- Appointment of Ms Kathryn Foster to the Nuheara Board as a Non-Executive Director
- Extensive global business experience with Microsoft and Amazon
- In depth consumer electronics and e-commerce product experience with Microsoft Store and Xbox

### 12 February 2018 – Perth, Australia

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara") is pleased to announce the appointment of Ms Kathryn Foster to the Company's Board of Directors.

Nuheara CEO, Justin Miller, stated, "We are proud to have someone of Kathryn's calibre and track record in consumer electronics and e-commerce with Microsoft and Amazon, joining our Board. Kathryn's extensive consumer facing business experience with technology companies, both large and small, will be invaluable to our organization as Nuheara continues to grow."

"Nuheara is the verge of becoming a household name with so much potential in consumer entertainment and productivity, as well hearing and auditory sensory possibilities. This company has the right tech, right people and the right marketplace to achieve amazing things", said Ms Foster, "the Company has done an incredible job to develop and mass produce the product, and have it placed into major retailers globally, in such a short timeframe. As a result, I believe they have outperformed some much bigger technology brands in their market penetration for the first year of sales. I am delighted to be able to join the Board at such a positive and exciting time and to be able to use my experience to assist in the next stage of growth."

Ms. Foster served as Senior Director of e-commerce strategy in Supply Chain and managed the Sales & Marketing team at Microsoft Store online. Ms. Foster has over 20 years' experience creating and running large internet-based businesses, starting in the late 1990's on Windows Update.

Prior to becoming a professional director, Ms. Foster was Senior Director of Microsoft Store online where she managed the sales and merchandising team for Microsoft Store online across 232 geographies. As the Senior Director, she was responsible for an annual revenue budget in the low billions of dollars. Prior to that, for the inception of the Xbox Games Marketplace, Ms Foster set business vision, strategy and drove the technical execution around digital and physical supply chain technology and operations to enable Xbox's billion-dollar business globally.

Ms Foster has been an Independent Non-Executive Director of Class Limited since July 1, 2015. She joined the QSuper Audit and Risk committee in March 2017 and is managing director of Foster Consulting, a boutique consulting firm focusing on strategic initiatives and direction.

Ms. Foster holds Bachelor of Science (BSc) in International Marketing from Oregon State University and Associate of Science (ASc) - Computer Science and Information Systems from Shoreline Community University.

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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).