

# ASX MARKET RELEASE

## Nuheara continues Hearing Health Care channel expansion

### HIGHLIGHTS

- Nuheara further expands its Hearing Health Care sales channel
- Commences IQbuds sales trial in Australia with online retailer Hearing Planet and in clinic with Connect Hearing

### 14 February 2018 – Perth, Australia

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara") is pleased to announce the continued growth and development of its Hearing Health Care ("HHC") sales channel, with the commencement of a focused sales trial. This trial is being conducted with two established retailers in Australia and includes online retail with Hearing Planet ([www.hearingplanet.com.au](http://www.hearingplanet.com.au)) and in clinic retail with Connect Hearing ([www.connecthearing.com.au](http://www.connecthearing.com.au)).

The trial will be fully surveyed, conducted for an expected period of 3 months and focused by geo-targeting only the Sydney metropolitan area for both online and in clinic sales, which now includes 15 Connect Hearing clinics stocked with IQbuds™ and trained staff.

Commenting on the sales trial Nuheara CEO, Justin Miller, stated, "It is well reported that 15% of all adults have some degree of hearing impairment. What is largely unknown is that only 20% of those hearing-impaired adults have then actually purchased any form of hearing system to offset the impairment. Nuheara's global HHC product initiatives are designed to provide accessibility and affordability for these hearing challenged consumers; in particular for those with mild to moderate hearing loss who represent the majority that go without any hearing assistance. Accordingly, we are delighted to welcome Hearing Planet and Connect Hearing into the sales fold for a focused trial targeting these consumers."

- ENDS -

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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).