

NUHEARA INVESTOR WEBINAR

THE CHANGING LANDSCAPE OF HEARING HEALTHCARE

APRIL 2018

Live^{IQ}



Intelligent True Wireless Earbuds
With Active Noise Cancellation

IQbuds



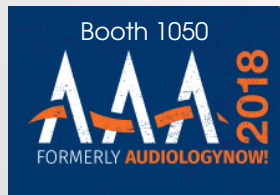
Intelligent True Wireless Earbuds
With SINC™ World Control

IQbuds

BOOST



Intelligent Wireless Hearing buds with
Ear ID™ Audiometric Personalization



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All amounts in Australian dollars unless stated otherwise.

CONTENTS

1. Nuheara – The Company
 - Corporate Summary
 - Delivering On The Promise
2. Hearing Healthcare – The Market
3. Nuheara – Strategic Opportunities
4. Nuheara – Our New Products, Our Vision



NUHEARA THE COMPANY

NUHEARA'S FOUNDATION

OUR COMPANY'S FOUNDATION WAS BUILT ON THE PROMISE TO
MAKE HEARING DEVICES THAT....



◆ Solve problems for people



◆ Are technically advanced,
yet simple to use



◆ Are affordable and easy to buy



@ NUHEARA

WE ARE TRANSFORMING THE WAY PEOPLE HEAR BY
CREATING GAME-CHANGING HEARING SOLUTIONS
THAT ARE ACCESSIBLE AND AFFORDABLE

CORPORATE SUMMARY

COMPANY SNAPSHOT

- Successfully listed on ASX March 2, 2016 @ \$AU 0.025 per share (\$13.8 million Market Cap)
- Co-located Perth, Aust. & San Francisco, USA
- Efficiently deployed \$20 million in capital since listing
- Developed intelligent hearing device IQbuds™ commenced shipping Jan 2017
- IQbuds™ generated \$4.5 million sales (~17K units) in 2017 calendar year
- Developed major online sales presence and approx. 1500 Brick & Mortar (B&M) retailers
- Launching 2 new products in 2018
 - April 2018 – IQbuds BOOST
 - September 2018 - LiveIQ

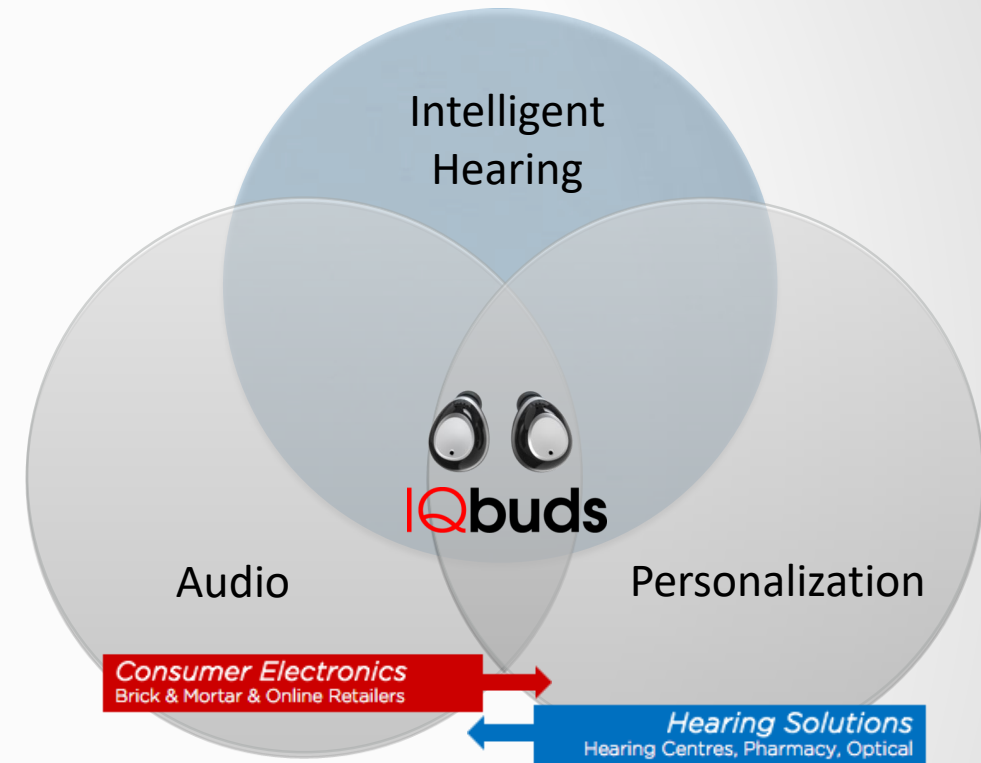
SECURITY DETAILS

ASX Ticker	NUH
Existing Shares on issue:	828,315,828
Unlisted Options	78,500,000
Share Price (6 Apr 2018)	\$AU 0.115
Market Capitalisation	\$AU 95 million
Shareholders & Groups	
Total Shareholders	4,038
Directors & Management	22.5%
Top 20	35.8%

DELIVERING ON THE PROMISE

SALES

- Consolidation of retail presence
 - From 40 US based B&M stores in July 2017 to approx. 1500 globally in 2018
 - Major online sales presence:
 - Direct sales in 7 currencies
 - Amazon in most major regions
 - Diversification of retail channel
 - Now includes hearing, optical and speciality
- Sales growth globally
 - \$4.5 Million sales in first 12 months of sales (2017)
 - Solid sales growth trajectory into 2018
 - New supplier to \$500+ million Australian Government Hearing Services Program (HSP)



Nuheara's historical go-to market model

DELIVERING ON PROMISE

PRODUCT & TECHNOLOGY

- Continual Improvement of products – updates delivered each and every quarter
 - Hardware updates e.g. Tooling, Battery, Antennas
 - Software upgrades e.g. Wind Noise, Tap Touch, App UI & UX
- Significantly expanded product range
 - IQbuds BOOST
 - Pre-sales strong & shipping 24th April - stock now arriving into 4 globally positioned Nuheara warehouses (Sydney, London, Hong Kong & Los Angeles)
 - LiveIQ in pre-production with expected shipping Sept. 2018

Live^{IQ}



Intelligent True Wireless Earbuds
With Active Noise Cancellation

IQbuds



Intelligent True Wireless Earbuds
With SINC™ World Control

IQbuds
BOOST

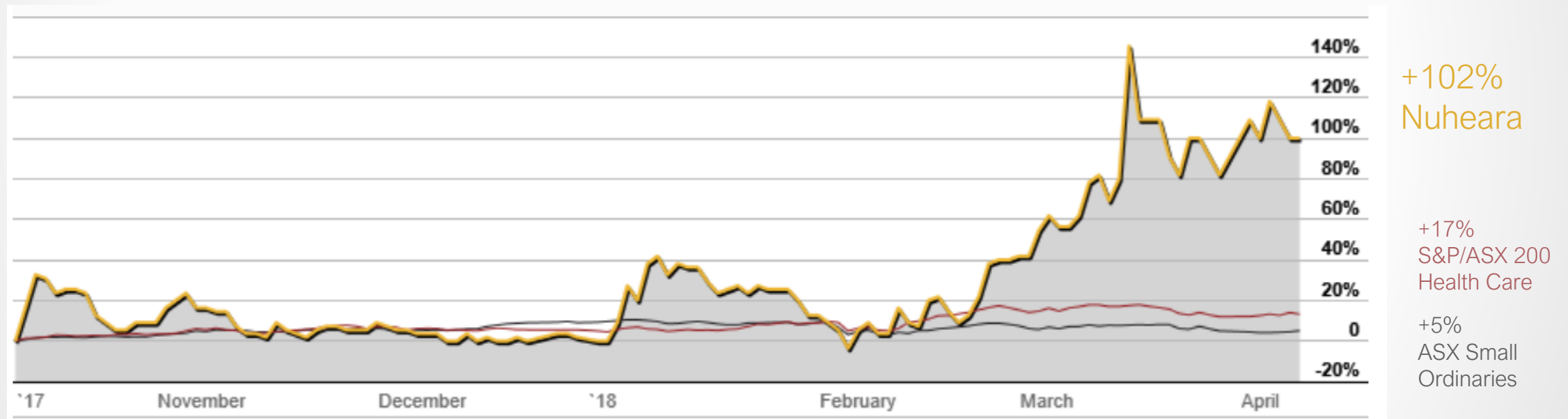


Intelligent Wireless Hearing buds with
Ear ID™ Audiometric Personalization

DELIVERY ON PROMISES

CREATING VALUE FOR SHAREHOLDERS – OUTPERFORMED INDEXES

Total Shareholder returns for prior 6 months¹



1. October 6 2017 – April 6 2018

HEARING HEALTHCARE THE MARKET

HEARING HEALTHCARE

THE STATISTICS THAT MATTER

- **15%** of all adults worldwide have some degree of hearing loss¹
- Estimated **86%** of people with hearing loss that could benefit from a hearing aid do not get them, primarily due to high cost²
- Average cost of mid range digital hearing aid is \$7,000 pair (up to \$14,000 for top on the line)
- The median age of a hearing aid user (with moderate to profound loss) is **72 years**³
- On average, a hearing aid users wait **7-10 years** after diagnosis before purchasing
- Hearing loss is the **third most** prevalent health issue in older adults after arthritis & heart disease

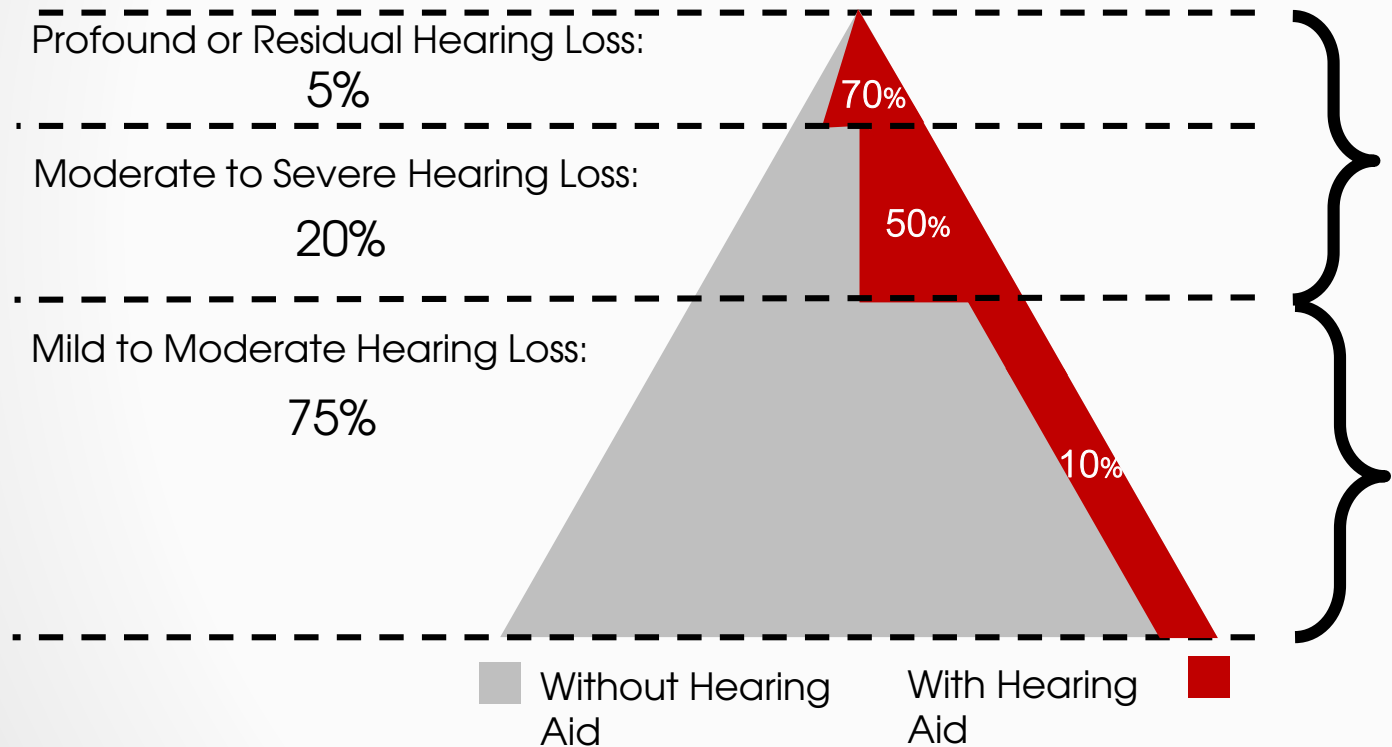


WHEN YOU WANT TO HEAR WHAT YOU ONCE DID

HEARING HEALTHCARE

HEARING AID PENETRATION

Total hearing loss market - segmented by degree



High Penetration rate and Strong Success

Hearing Aids are very successful at high levels of hearing loss and where the customer requires professional service expertise and judgement, However, they are unsuccessful everywhere else, despite there being many more people who could benefit.

Very Low Penetration rate

Hearing Aids (or hearing devices) can offer benefits for users in the Mild to Moderate segment but many don't take them up. Why?

HEARING HEALTHCARE

MILD TO MODERATE LOSS – HOW BIG IS THE OPPORTUNITY?

US example (OTC Leadership)

- Approximately 25% of all hearing loss in US is considered disabling, with good levels of penetration of purchased hearing assistance.
 - Segment is well serviced by Audiologists for consumers requiring professional expertise, judgement and attention.
- The remaining 75% of hearing loss in US is considered mild to moderate, with less than 10% penetration of purchased hearing assistance.
 - Many factors influence the low penetration rates, however consumers at this end of the hearing loss spectrum are not seeking treatment from professionals – they are simply ignoring or tolerating their hearing loss.

Approximately 30 million Americans have mild to moderate hearing loss and have yet to purchase any hearing assistance

HEARING HEALTHCARE

MILD TO MODERATE LOSS - WHY THE LOW PENETRATION?

Hearing aids represent high barrier to purchase & limited use cases.

Barriers to purchase

1. Associated with ageing
2. Expensive - \$4,000 to \$14,000 per pair
3. Difficult to purchase – need to get a test and visit a clinic
4. Form factor - Vanity aspect

"All this means is that a consumer will only buy a hearing aid, if they really have to."

"It is not a purchase driven by desire, but as a last resort, making for a tough sell. Particularly for those with a mild to moderate loss."

Limited Use Cases

Typically hearing aids only provide hearing assistance.

HEARING HEALTHCARE

WHAT IS CHANGING FOR THOSE WITH MILD HEARING LOSS?

Accessibility

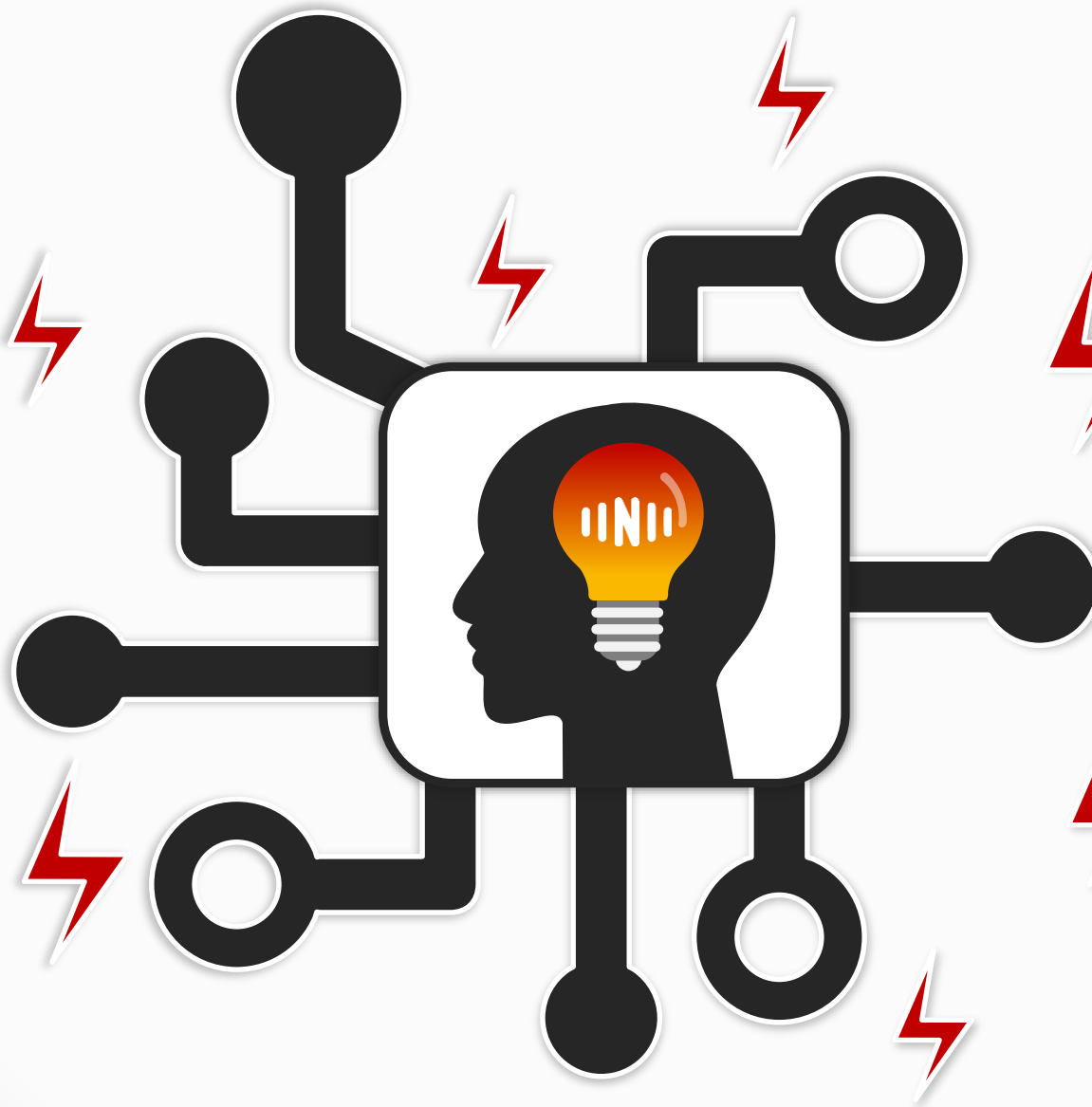
Optical, online, pharmacy, specialty & big box retail are now selling hearing devices. Sales are no longer exclusive to manufacturer owned & operated hearing clinics.

Affordability

Unbundling of services, online sales, competition, new technology and retail diversity is driving down the cost of hearing devices

Technology

Innovation and new technologies are creating more variety & multi-functionality in hearing products



Legislation

Over-The-Counter (OTC) hearing devices in USA will provide accessible and affordable hearing healthcare to millions of people who might not otherwise seek or afford hearing assistance. Lays foundation for global change.

Patient-Centered Care

Easily available online medical information & services allows people to take control of their own healthcare. Self assessment, self fit and auto-configuration are tools now allowing people to take control of their own hearing health.

Form Factor

The proliferation of wireless earbuds has made ear-ware fashionable and the prospect of hearing buds, rather than hearing aids, very real.

NUHEARA STRATEGIC OPPORTUNITIES

STRATEGIC OPPORTUNITIES

EMBRACING THE CHANGING HEARING HEALTHCARE LANDSCAPE

Nuheara's 2018 go-to market model

“Provide accessibility and affordability with multifunctional hearing solutions, that support the changing landscape of hearing healthcare for all users, independent of their hearing ability.”



STRATEGIC OPPORTUNITIES

PRODUCT POSITIONING IN RETAIL

Wellness is the “new black” in retail.

- Big consumer electronic partners are creating Wellness stores within stores.

Personalisation is moving away from stand alone hearing clinics.

- Hearing Clinics positioned within stores, including Big box retailers (Costco), Pharmacy (Walgreens), Optical (Specsavers).

OTC represents further broadening of retail opportunities with self serve hearing solutions.

STRATEGIC OPPORTUNITIES

PERSONALISATION - CURRENT HEARING OPTIONS

The BIG 6 – Worlds leading hearing aid manufacturers (~90% market share)

GN



Sonova



William
Demant



Sivantos



WIDEX



Starkey



Suffering mild to moderate hearing loss?
Which one are you going to buy?

STRATEGIC OPPORTUNITIES

PERSONALISATION – HEARING AID MULTI-BRAND STRATEGY



LACK OF BRAND AWARENESS AT CONSUMER LEVEL

STRATEGIC OPPORTUNITIES

PERSONALISATION - A DIFFERENT APPROACH



Not Hearing Aids
Hearing Buds



STRATEGIC OPPORTUNITIES

PERSONALISATION - HEARING BUDS ADDRESS THE BARRIERS TO PURCHASE

1. Situational – to be worn only when needed
2. Low price point
3. Simple purchase at retail and self-setup
4. No stigma, more like a Bluetooth headphone than a Hearing Aid

“IQbuds give you super powers!”
Check out Unbox Therapy’s awesome review: 2+million views



STRATEGIC OPPORTUNITIES

PERSONALISATION- HEARING BUDS ADDRESS LIMITED USE CASE

1. Many reasons to put them in your ears
2. Many use cases beyond hearing assistance.
 - Great phone call quality
 - Top of range music quality and delivery
 - Sports use cases
 - Hearing use cases



STRATEGIC OPPORTUNITIES

PERSONALISATION - "HEAR TO HEAR" COMPARISON

Hearing Aids

Audiologist



\$4,000 -
\$14,000

Hearing Aids



\$499

TV Streamer



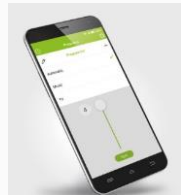
\$299

Remote Microphone



\$free

Remote App for volume control



Time investment: Many days and visits
Financial investment: \$4,800 to \$14,800

Hearing Buds



Nuheara App with Ear ID



Boost Hearing Buds

\$649



Boost TV Streamer
(In development)

\$199

-

Remote Microphone

Not Required



Nuheara App for volume control

\$free

Time investment: Single visit to shop or buy online
Financial investment: \$850

STRATEGIC OPPORTUNITIES

PERSONALISATION - HEARING BUD VALUE PROPOSITION



“More than just a ear bud or hearing aid, a hearing bud is a complete and affordable hearing ecosystem.” Nuheara 2018

- Approximately 10% of the cost of Hearing Aid model
- Faster and easier to access & fit
- Amplification performance is enough for most
- Deeper technology with noise control and augmentation
- More situationally useful with features like music & calls
- Upgradeable through app

NUHEARA
OUR NEW PRODUCTS, OUR
VISION

OUR NEW PRODUCTS

Live IQ



True Wireless Ear Bud with Advanced Noise Reduction

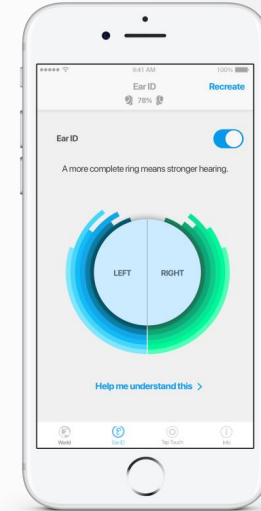
Hybrid ANC Noise Reduction System

Lower Price Point

Advanced World Control – turn on or off your surroundings with a single tap.

OUR NEW PRODUCTS

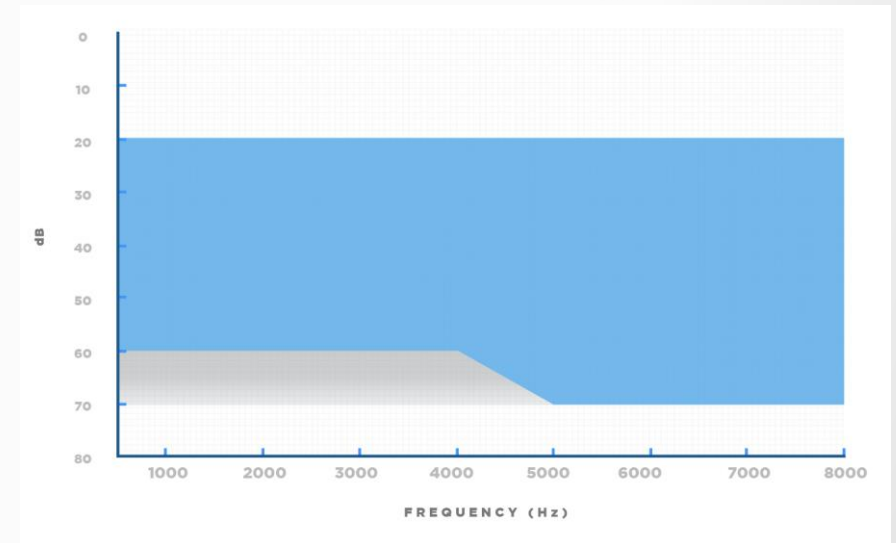
IQbuds
BOOST



Hearing Bud with Ear ID Personalization System

NAL-NL2 built in – used to configure & fit more hearing aids world wide than any other system

App based Personalization process for self-setup at home

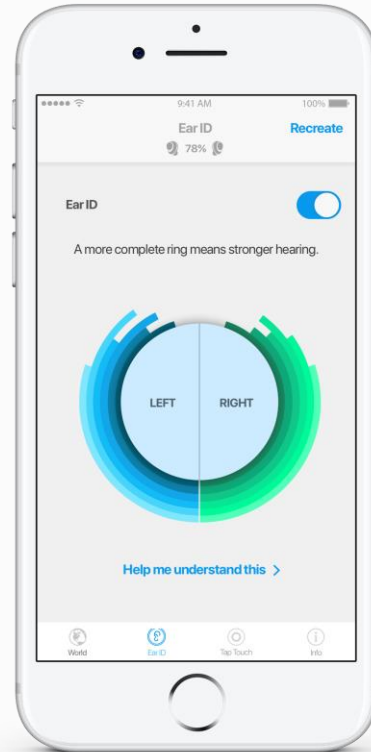


OUR VISION

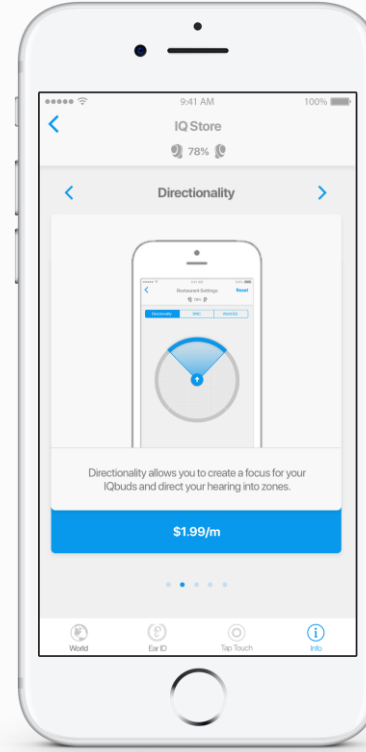
WHAT DOES THE FUTURE POTENTIALLY HOLD?



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Personalised hearing ecosystem – Accessible & Affordable

EAR ID – Self fit, self test, autoconfiguration

IQ Store – Hearing features purchased on need/want and paid by monthly subscription e.g. directionality, tinnitus treatment etc

THANK YOU
Q&A