

# ASX MARKET RELEASE

## Nuheara expands hearing healthcare research into Auditory Processing Disorders and improved listening with IQbuds™

### HIGHLIGHTS

- Nuheara commissions research by internationally renowned Ear Science Institute Australia to determine whether use of IQbuds™ by children with Auditory Processing Disorder (APD) improves listening performance.
- Anecdotal evidence to date has demonstrated significant improvements for children with APD using IQbuds™.
- Nuheara is encouraged by this potential hearing healthcare channel expansion.

### 2 May, 2018 – Perth, Australia

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara"), transforming the way people hear by creating game-changing hearing solutions that are accessible and affordable, is pleased to announce the commissioning of a study by the acclaimed Ear Science Institute Australia (ESIA) to determine whether use of IQbuds™ by children with Auditory Processing Disorder (APD) improves their listening performance.

APD is an umbrella term for a range of hearing challenges that results in poor hearing, despite having normal hearing thresholds. In simple terms the brain struggles to understand what the ears can hear. Children with APD often display poor listening behaviours, such as poor auditory attention asking for repeats and struggling to hear in background noise.

“When we started Nuheara we never dreamt that our products could also support children with APD,” said Justin Miller, CEO of Nuheara.



*Figure 1: Primary school child, with diagnosed APD, using IQbuds™ in the classroom*

“We have seen first hand the early anecdotal evidence which demonstrates the immediate responsive change in some children who have APD when they are wearing IQbuds™. The ability of the child

wearing IQbuds™ to control background noise by utilising Nuheara’s proprietary SINC (Super Intelligent Noise Control) technology, is key to these results.”

“As a Company, we understand that parents would immediately be open to purchasing products that can help their children. But we wanted to ensure we had a strong evidentiary research base first.

“Having conducted preliminary studies with other institutions, we are now well prepared to effect a more comprehensive research study with Ear Science Institute Australia, with a view to publishing the results.”

“Ear Science Institute Australia is pleased to collaborate with Nuheara for the purpose of assessing how IQbuds™ might be utilised with children identified as having APD,” said Sandra Bellekom, CEO of Ear Science Institute Australia.

“As a Clinical Audiologist, I know this will be an important first step in informing whether IQbuds™ can be used to support children with APD.”

- 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 transform the way people hear by creating game-changing hearing solutions that are accessible and affordable.

Learn more about Nuheara: [www.nuheara.com](http://www.nuheara.com).