

# ASX MARKET RELEASE

## Nuheara appoints ex Samsung VP to key role of Chief Sales Officer

### HIGHLIGHTS

- Appointment of Mr Philip Newton to the newly created role of Chief Sales Officer.
- Previously Corporate Vice President for Samsung Electronics Australia.
- Extensive global business experience with Samsung, BenQ and Mitsubishi Electric.

### 11 September 2018 – Perth, Australia

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara") is pleased to announce the appointment of former Samsung Vice President, Mr Philip Newton, to the newly created role of Chief Sales Officer (CSO). Reporting directly to the CEO, the CSO assumes responsibility for global sales, which previously formed part of a combined sales and marketing function, very successfully managed from the Company's inception by Nuheara co-founder Mr David Cannington. Due to Nuheara's global growth, Mr Cannington will now specialise as the Company's Chief Marketing Officer (CMO).

Nuheara CEO, Justin Miller, stated, "We are incredibly excited to have someone of Philip's calibre and track record with a technology heavyweight such as Samsung, join our Company. Philip's senior executive roles over the past decade with Samsung culminated in his appointment as a Corporate Vice President (CVP), where he was directly responsible for a business with revenue in excess of \$1 billion. Philip is a perpetual overachiever. As the only Australian ever appointed as a CVP reporting directly to Samsung head office in Korea, his achievements and capabilities are unrivalled."

"My first experience of Nuheara was seeing their IQBuds™ win the 2017 innovation award at the Consumer Electronics Show in Las Vegas. Accordingly, I sought out their booth and tested the IQbuds™. I quickly realised how game-changing their new technology really was – and how far it had surpassed the market in creating a smart hearing device. I have followed them ever since", said Mr Newton,

"I am a big believer in doing something you are passionate about, something you can put your time and energy into simply because you love it. For me, Nuheara is that something.

I am thrilled to be able to put my name to the Nuheara brand. I am looking forward to the opportunities that lay ahead as we strive to make Nuheara a global household name."

Prior to Samsung, Mr. Newton was the Managing Director of BenQ Australia, a company he grew from its inception to revenue in excess of \$120Million over the course of three years. Prior to that, Mr

Newton held various roles with Mitsubishi Electric Australia that culminated in his appointment to the Board of Directors whilst maintaining an executive role as Group General Manager.

- ENDS -

## **CONTACTS**

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### **About Nuheara**

Nuheara is a global leader in smart personal hearing devices which change peoples lives by enhancing the power to hear. 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 smart hearing solutions that are both accessible and affordable.

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