

ASX MARKET RELEASE

Nuheara appoints ex Microsoft Corp. VP and Doppler Labs CEO to Advisory Board

HIGHLIGHTS

- Nuheara grows its Advisory Board to include former Microsoft Corp. VP and Doppler Labs CEO, Mr Brian Hall.
- Brian Hall has extensive experience in running multi-billion hardware businesses at Microsoft over two decades.
- As the former CEO of one of Nuheara’s closest competitors, Doppler Labs, Brian Hall understands the challenges of building early stage hearing healthcare technology companies.

9 October 2018 – Perth, Australia

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara"), transforming the way people hear by creating smart hearing solutions that are accessible and affordable, is pleased to announce the appointment of Mr Brian Hall to its Advisory Board.

Based in Seattle, USA, Brian Hall brings with him a wealth of experience in the technology industry, having spent over 20 years at Microsoft in various executive roles, including as Speech Assistant to Steve Ballmer in 1998-2001, to leading the successful turnaround of the now multi-billion dollar Surface business between 2013-2017.

In 2017, Brian Hall was appointed as COO and then CEO of Doppler Labs, which was initially one of Nuheara’s closest competitors. Doppler Labs was a leader in the wireless earbud market in the US, gaining significant funding and press coverage, it also helped lobby for the successful US legislative “over-the-counter hearing aid act of 2017”. Due to several factors, the company sold its IP and shut down in late 2017.

“We have been engaged with Brian following Doppler’s closure and have been incredibly impressed by his knowledge and key learnings during his time at Doppler. His experience in leading multi-billion dollar businesses during his time with Microsoft Surface and his knowledge and lessons from Doppler Labs will be critical at this stage of Nuheara’s journey,” said Justin Miller, CEO of Nuheara.

“We are absolutely delighted to announce the appointment of Brian to Nuheara’s Advisory Board.”

“As CEO of Doppler Labs, we were always watching what Nuheara was going to do next. The main reason I joined Doppler Labs was to help improve and transform a sense – hearing. This is most important for people who can’t hear as well as they’d like to – or need to hear less of what they don’t

want to hear. This is more than a business opportunity – it’s an opportunity to help tens of millions of people who can have their lives transformed through innovative technology delivered in the right ways. I am delighted to join Nuheara’s Advisory Board to ensure that I can support its mission that challenges the current hearing healthcare status quo,” said Brian Hall.

“Nuheara’s vision of making hearing healthcare accessible and affordable to everyone aligns with the vision we had at Doppler Labs and I am truly delighted to bring my experience and lessons from this time to the Nuheara team – in addition to my experience building strong hardware businesses.”

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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.