

# ASX MARKET RELEASE

## Nuheara expands IQbuds BOOST™ hearing healthcare reach to Ireland

### HIGHLIGHTS

- Nuheara extends IQbuds BOOST™ to Hidden Hearing, Ireland's leading provider of hearing healthcare;
- With a national network of 75 branches, and IQbuds BOOST™ in 61 of the stores, Nuheara can now conduct national co-marketing;
- Nuheara continues its commitment to solely stock IQbuds BOOST™ in healthcare channels that have a consultative sales process.

### 22 November 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 extension of its global hearing healthcare reach to the Republic of Ireland ("Ireland") with the appointment of Hidden Hearing.

Hidden Hearing is Ireland's leading provider of hearing healthcare with a national network of 75 branches and clinics. With onboarding and training now complete, IQbuds BOOST™ will be available in 61 of these clinics by December 1, 2018.

Commenting on the hearing healthcare retail expansion Nuheara CEO, Justin Miller said, "We are delighted to welcome Hidden Hearing into the Nuheara fold. Nuheara is committed to ensuring IQbuds BOOST™ is only available in channels that provide a consultative sales process and take the customer on a journey with our product. Hidden Hearing prides itself on the customer with significant effort and care placed on both pre and post-sales support."

"Strategically, Hidden Hearing is the first hearing healthcare chain to embed our IQbuds BOOST™ product on a country wide basis. They have wholeheartedly embraced the deployment of IQbuds BOOST™ to the majority of their hearing clinics, demonstrating the significant impact our product is having in the mild to moderate hearing loss market.

"In a first, this partnership will also allow Nuheara to conduct nationwide co-marketing, with the knowledge that anyone will be able to find IQbuds BOOST™ in any Hidden Hearing clinic. This is a significant marketing development in our global retail strategy.'

-ENDS-

## **CONTACTS**

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### **About Nuheara**

Nuheara is a global leader in smart personal hearing devices which change people's 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, professional hearing clinics and optical chains 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).