

# ASX MARKET RELEASE

## Nuheara invited to present to CHPA Annual Executive Conference

### HIGHLIGHTS

- Nuheara invited to present at the world's leading consumer healthcare conference;
- CHPA, a USA based trade association represents the leading manufacturers and marketers of over-the-counter (OTC) medicines and dietary supplements;
- *Evolution of self-care* key theme of Executive Conference.

### 18 March 2019 – Florida, USA

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 that Justin Miller, CEO, Nuheara, has been invited to present at the world's leading consumer healthcare conference.

The Consumer Healthcare Products Association (CHPA) is the 138-year-old national trade association representing the leading manufacturers and marketers of over-the-counter (OTC) medicines and dietary supplements. Every dollar spent by consumers on OTC medicines saves the U.S. healthcare system \$6-\$7, contributing a total of \$102 billion in savings each year.

"We've invited Justin to present to our members as Nuheara is an example of the kind of company that is disrupting healthcare and providing consumers with self-care options that heretofore did not exist," said Scott Melville, President and CEO Consumer Healthcare Products Association.

"Nuheara is humbled to be recognised as a leader in the self-care market. The theme for the CHPA conference is a direct reflection of Nuheara's core strategy: *Leading for Tomorrow: The Evolution of Self-Care*," said Justin Miller CEO of Nuheara.

"Our IQBuds Boost™ are currently the only hearing device on the market which allows the user to completely personalise their hearing experience and enable them to undertake a hearing assessment from the comfort of their own home.

"The self-care market is growing exponentially – the use of smart watches in enabling and encouraging self care has unlocked a proliferation of technologies which give consumers affordable and accessible ways to monitor and support a wide variety of health issues.

“For too long, consumers in the mild to moderate hearing loss market have not been catered to in a fair and equitable way. By offering products which are tailored, clinically validated, affordable and accessible, Nuheara is an excellent demonstration of the evolution of self-care.”

### **About the CHPA**

The **Consumer Healthcare Products Association (CHPA)** is the 138-year-old national trade association representing the leading manufacturers and marketers of over-the-counter (OTC) medicines and dietary supplements. Every dollar spent by consumers on OTC medicines saves the U.S. healthcare system \$6-\$7, contributing a total of \$102 billion in savings each year.

The association provides leadership and guidance on regulatory and scientific issues to Congress; state legislatures; and federal, state, and international government agencies. CHPA shares educational tools and information with partners across the globe to ensure the safe and responsible use of OTC medicines.

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### **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).