

## ASX MARKET RELEASE

### Nuheara partners with Walgreens to strengthen US Direct-to-Consumer hearing solutions

**16 December 2019 – Perth, Australia**

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara") is pleased to announce a new Direct-to-Consumer (DTC) hearing retail partnership with one of USA's leading pharmacy chains, Walgreens.

Nuheara's smart hearing products, IQbuds BOOST and IQstream TV are now available online at [www.walgreens.com](http://www.walgreens.com), with Nuheara's products being the only hearing related devices currently offered by Walgreens in the US<sup>1</sup> - either online or in store.

In preparation for this launch, Nuheara and Walgreens have worked closely to integrate their respective online systems and provide a discrete and convenient method for customers to acquire affordable and accessible assistive hearing solutions. The result is a seamless Nuheara DTC sales experience directly from the Walgreens website.

Powered by Nuheara marketing assets and Nuheara's logistical backend, Walgreens' customers are now able to purchase Nuheara products directly from the Walgreens website with delivery to their own home, or for pick up at their nearest Walgreens store. Walgreens has 9,277 stores across all 50 US states.

Walgreens has more than 90 million active subscriber members, which provides significant opportunity for Nuheara to continue to broaden its US market penetration and brand awareness.

Launched the week commencing 16 December 2019, the first Walgreens email campaign featuring Nuheara products will target more than 10 million of their members. This initial offer will replicate the Nuheara holiday campaign offers.

"Walgreens interacts with approximately 8 million customers per day across its stores and online. With their front-end branding and customer reach, coupled with Nuheara's innovative products and back-end Direct-to-Consumer hearing retail experience, it offers significant retail sales potential for both companies," said Justin Miller, Nuheara CEO.

"We are seeing a significant uptake in our Direct-to-Consumer sales and are delighted that we can bring this globally unique hearing retail experience to a pharmacy giant such as Walgreens.

"We have spoken openly about our need to continue to drive our product awareness globally. This relationship is another important marker in that journey and fulfils the unmet need of offering smart hearing solutions as an alternative to expensive legacy hearing solutions.

"In 2020, with the implementation of new Over-the-Counter hearing aid regulations, together with our new products, we trust this will be the start of new era in US hearing retail."

This announcement has been approved for release by the CEO/Chairman Mr Justin Miller.

**-ENDS-**

Note 1. Walgreens Hearing does have two hearing service centres, providing hearing tests and the sale of hearing aids, located in Florida and Illinois. Walgreens hearing services are provided by an independently owned hearing services provider company whose licensed healthcare professionals and other personnel are not employed by, or agents, of Walgreen Co. or any Walgreens subsidiary or affiliated company.

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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 an office in 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. Nuheara products are now sold online and 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).