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## **LEADING INDUSTRY ANALYST REPORT INCREASES FORECAST FOR WORLDWIDE WEARABLES MARKET GROWTH**

Wild Acre Metals Limited ("Wild Acre") refers to its ASX release dated 18 May 2015 regarding the proposed acquisition of Nuheara Pty Ltd and its wearable hearing technology.

The Company is pleased to report that independent industry analysts International Data Corporation (IDC) in their recent publication Worldwide Quarterly Wearable Device Tracker®, report significantly increased forecast data of worldwide wearable device shipments in 2015 and for the next 5 years.

According to IDC, 72.1 million wearable devices will be shipped in 2015, up 173.3% from the 26.4 million units shipped in 2014. Shipment volumes are expected to experience a Compound Annual Growth Rate (CAGR) of 42.6% over the five-year forecast period, reaching 155.7 million units shipped in 2019. This forecast is a significant increase from the March Worldwide Quarterly Wearable Device Tracker® report that forecast 46.2 million wearable devices will be shipped in 2015.

Justin Miller, Co-founder, Nuheara said "This most recent IDC report further confirms the massive market potential for wearable devices over the next five years and Nuheara plans to ride this growth wave as adoption of wearable devices move from the wrist to other parts of the body."

The launch of the Apple Watch has contributed to the excitement around wearables but according to IDC the overall wearables market will be driven by a combination of new vendors, new devices and greater end-user awareness.

According to Jitesh Ubrani, senior research analyst, Worldwide Mobile Device Trackers®, "We expect smart wearables, those capable of running third party apps, to take the lead in 2016. Smart wearables like the Apple Watch and Microsoft's HoloLens are indicative of an upcoming change in computing, and the transition from basic to smart wearables opens up a slew of opportunities for vendors, app developers and accessory makers."

Solving real consumer problems with innovative devices and platforms will be key to winning market share in the exploding wearables market. According to Mr Miller "Nuheara is focused on developing products that address specific consumer problems. The wearables market is cluttered with "nice to have" devices that achieve initial consumer trial but after a few months end up in on consumers bathroom counters rather than on their bodies."

Nuheara is building innovative audio wearables (hearables) that augment consumers hearing so they can control what they want to hear when they want to hear it.

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