



ASX Code: WAC 25 August 2015 **ASX RELEASE** 

## NUHEARA ANNOUNCES KEY SENIOR EXECUTIVE APPOINTMENTS

Wild Acre Metals Limited ("Wild Acre") is pleased to advise that proposed acquisition target Nuheara Pty Ltd (Nuheara) has made two key appointments to its senior management team.

Dr Alan Davis, has been appointed to the position Vice President (VP) of Product, and Mr David Ward, Vice President (VP) of Operations. Both appointments will commence full time employment on the completion of the 100% acquisition of Nuheara by Wild Acre.

Dr Davis is an experienced audio product engineer who has spent more than 12 years developing innovative audio technologies for consumer electronics and audio communication markets. He holds a Bachelor Degree with Honours in Electronic Engineering and a PhD in Digital Signal Processing from Curtin University, Australia. Dr Davis has held management positions at Dolby Laboratories and industrial communications company Sensear Pty Ltd. Over his career he has successfully grown product development teams, managed intellectual property, including the development of start-up patent portfolios, and brought to market multiple products in the audio space. He is also a published author of multiple technical papers and is a member of the Institute of Electrical and Electronics Engineers.

Mr Ward is an electronic engineer having more than 30 years' experience in the electronics industry and has been involved in the Hearing Aid and Industrial Communication industries for over 8 years. Most recently Mr Ward was Managing Director of Hearmore, an Australian company that has been instrumental in setting up a new hearing aid distribution model through pharmacies and several audiology support clinics. Mr Ward successfully negotiated agreements with a major health fund (HBF), pharmacy chains and major hearing aid manufacturers. Prior to his work at Hearmore, Mr Ward was Engineering Manager at Sensear for 5 years, managing the product development of Sensear's range of smart communication and hearing protection products. He has been Engineering Manager or consulting engineer for several successful technology startups, including Mobilarm, Quicktrack and Sensear, all of which generated extensive offshore contract manufacturing experience in Taiwan and China. Mr Ward graduated from the University of Western Australia with a Bachelor of Engineering (Hons).

Commenting on the executive appointments, Nuheara CEO Justin Miller said "these appointments are significant to both the short and long term development of Nuheara and its innovative products. In the short term, Mr Ward's extensive electronic contract manufacturing experience, with multiple ear related audio products, will assist Nuheara in its push to release its first product. In the longer term, and on the back of our recently announced research collaboration agreement with Curtin University, Dr Davis' experience will enable the Company to build its product roadmap beyond our first product release, whilst concurrently developing and protecting our own intellectual property portfolio."

---- ENDS ----

For further information please contact:

**Grant Mooney Justin Miller** 

**Executive Chairman Chief Executive Officer, Nuheara Limited** 

Phone: (08) 9226 0085 Phone: 0419 948 487