

9 June 2016

ASX RELEASE

ASX Code: NUH

NUHEARA PRE-ORDER CAMPAIGN EXCEEDS AUD\$1,000,000

Nuheara is pleased to announce that its pre-order campaign on the Indiegogo platform (<https://igg.me/at/nuheara>) for IQbuds™ has now achieved more than AUD\$1,000,000 in revenue, representing more than 3632 sets of IQbuds™ ordered from over 3300 backers in 80 countries.

Nuheara's 60-day campaign officially closed on Friday, June 3rd at 11.59pm Pacific Standard Time. The company decided to continue making IQbuds™ available for pre-order on the Indiegogo InDemand platform for the foreseeable future.

Commenting on the success of the campaign, Nuheara Co-founder and EVP Sales and Marketing David Cannington said, "Consumer excitement about IQbuds™ is what has driven the success of the Indiegogo pre-order campaign. We now have a very passionate community of over 3300 backers who believe in what we are building. Most importantly, the campaign indicates there is a global opportunity for IQbuds™ given that we received orders from 80 countries and have been approached by distributors and resellers around the globe who want to partner with Nuheara."

Based on the pre-orders received, the USA will clearly be a major market, and its advantageous the company already has a sales and marketing presence in San Francisco to drive this side of the business.



MAGICAL LISTENING TOUR UPDATE

7 Cities Visited, 9 Events, Over 400 Demonstrations Conducted Consumers Respond Positively to the 'IQbuds™ Experience'

Over the last month, Nuheara Co-founders and team members visited 7 cities across Australia, USA and Canada to personally demonstrate the IQbuds™ working wearable prototypes.

Aptly named “The Magical Listening Tour,” the company hosted over 400 people at 9 events in Perth, Melbourne, Sydney, San Francisco, Los Angeles, New York and Toronto. The tour was designed to allow supporters to personally try out the IQbuds™ prototypes so the company could gain valuable firsthand feedback on the product market fit.

According to David Cannington who attended every event, “I could not be happier with the response we received from actual users of the prototypes. There is no better way to understand your customers’ needs than to get out into the market and have face-to-face interactions with them while they experience your product.”



As part of the Magical Listening Tour, Nuheara executives met with investors, shareholders, supporters, backers and the media. As a result, Nuheara received considerable global press coverage in well-known and respected online media publications such as Techcrunch, Engadget, Treehugger, Live Science and many more.

According to David Cannington, “We have been approached by many backers to take the Magical Listening Tour to more cities around the globe. Our intention is to continue the tour and visit as many cities as possible before the end of the year.”

Nuheara will make further announcements regarding future cities as they are confirmed.

About Nuheara

Nuheara is an innovative audio Wearables company. It is developing proprietary hardware and software to deliver multi-functional intelligent hearing technology that augments a user’s hearing and facilitates cable free connection to smart devices. With Nuheara IQbuds™, it is intended that consumers will be able to augment their hearing according to their personal hearing preferences and connect hands free with their voice enabled smart devices. Nuheara’s mission is to improve people’s lives by allowing them to seamlessly listen, communicate and connect to their physical and digital world. Learn more about Nuheara: www.nuheara.com.

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