

*Life
Changing*

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NUHEARA
IQbuds™

Nuheara Ltd

AGM Presentation

Perth
November 2017



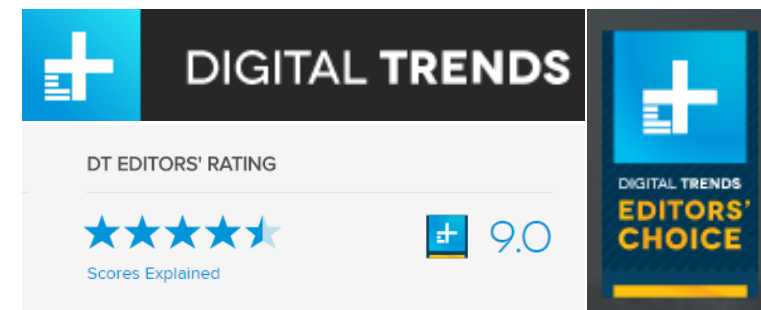
IQbuds™ – 7 Global Innovation Awards in 2017

Justin Miller

CEO and Managing Director

About Nuheara

- Leading Hearables Company
- ASX Listed, Solid Financial Footing
- Australian R&D - proven track record
- USA/UK Sales & Marketing Team
- Breakthrough, top rated IQbuds™



“The IQbuds not only deliver on their promise, they **exceed expectations**.”
- Digital Trends



“The Nuheara IQbuds are a **game-changer**.”
- Rolling Stones Magazine

“**Perfect** for loud and noisy public spaces.”
- PC Magazine

“Think of Apple’s AirPods, but **on Steroids**.”
- Gizmodo

“Simply **life changing**.”
- Time

“Nuheara's wireless earbuds bring people into the **Bionic age**.”
- Institute of Electrical and Electronic Engineers



“IQbuds Give You **Super Powers!**”
- Unbox Therapy’s review
- 2.5+ million views

Corporate Summary

Company Snapshot

- Successfully listed on ASX March 2, 2016 @ \$AU 0.025 per share
- Co-located Perth Australia & San Francisco, USA
- Raised over \$20 million in capital since listing
- Including \$9.2 million in July 2017 @ \$0.09
- Current cash - \$9 million (30 Sept 2017)
- Rolling 10K+ inventory balance (manufactured units)
- Developed intelligent “wireless” audio technology device - IQbuds™ - commenced shipping Jan 17
- Generated ~\$3.5 million (~14K units) in 2017 calendar YTD sales.
- Q4 - Broad retail expansion & onboarding in North America, Middle East and Europe now underway

Security Details

ASX Ticker	NUH
Existing Shares on issue:	
• Listed	603,513,507
• Escrowed	194,802,321
Unlisted Options	100,000,000
Total Ordinary Shares	798,315,828
Share Price (8 Nov 2017)	\$AU 0.064
Market Capitalisation	\$AU 51million
Shareholder Groups	
Directors & Management	24.4%
Top 20	36.2%



NUHEARA

IQbuds™

THE WORLD'S MOST
INTELLIGENT EARBUDS



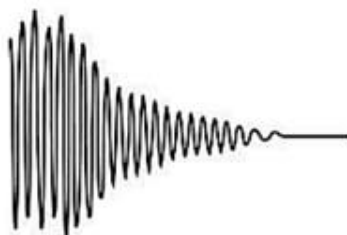


Not Just Another Set of Wireless Earbuds.

We are smarter than that



Wireless
Bluetooth
Music &
Phone calls



SINCTM

super intelligent noise cancellation

Promote conversation
& suppress noise



Personalised
Hearing Assistance
& Augmentation



Voice Control -
SINCTM
activate Siri &
Google Now

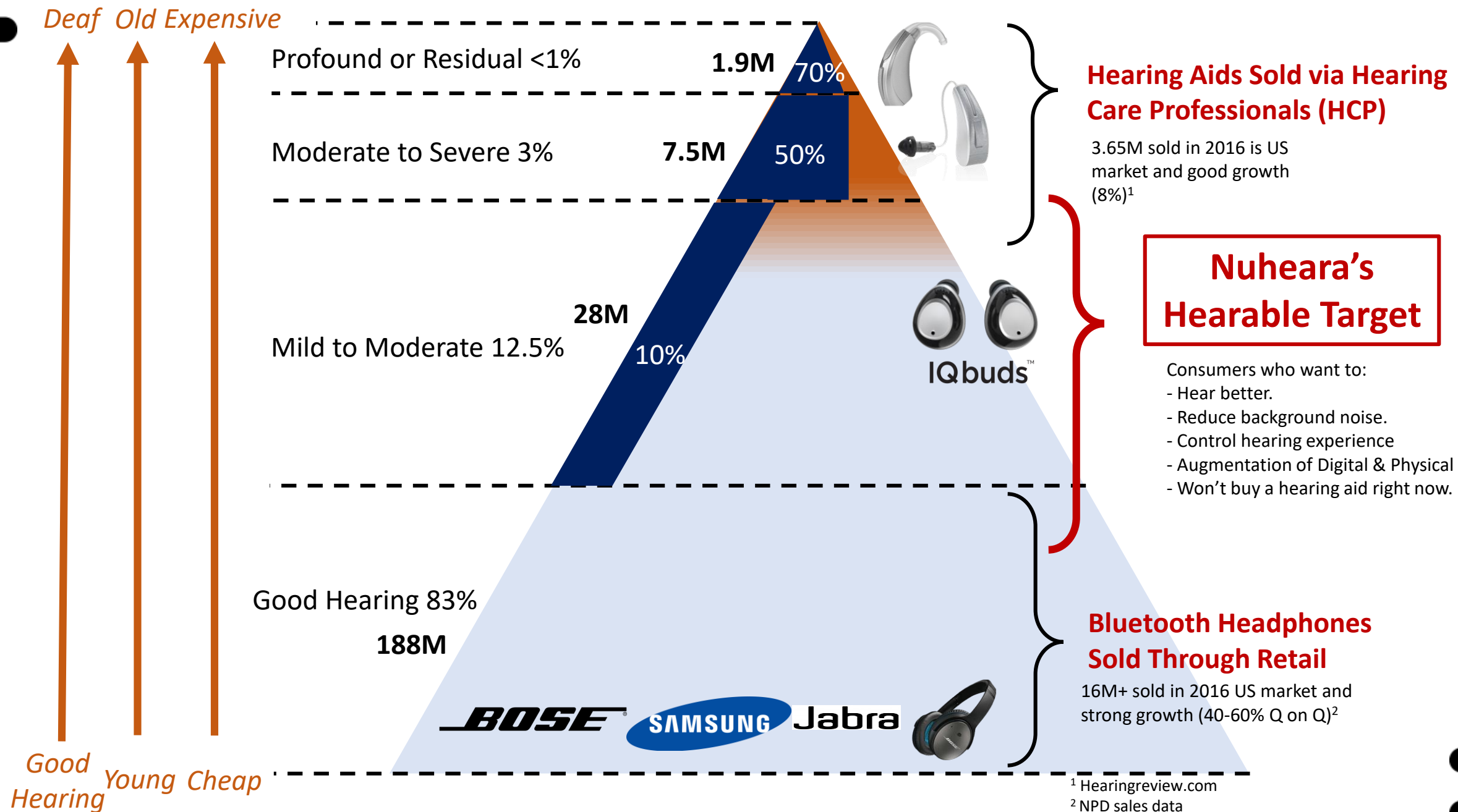
IQbuds = Intelligent Hearing

Intelligent Hearing – Market Fit



Nuheara Target Product Positioning – USA Adult Population

7



Intelligent Hearables – Competition

Nuheara can achieve a leading position in segment with IQbuds™



Music Quality: Excellent



Battery Life: 5 hours



Wires: True Wireless



Processing: SINC



Hearing Augmentation



Customised Controls



ANC: Passive



App: iOS & Android



RRP: \$299USD



Immediate Competition
narrows with Doppler Labs
closure



Music Quality: Excellent



Battery Life: 10 Hours



Wires: Neckband



Processing: Directional



Hearing Augmentation



Customised Controls



ANC: Bose ANC



App: iOS & Android



RRP: \$499USD



IQbuds – Our Retail Path to Market



First ASX Company to conduct a product crowdfunding campaign.

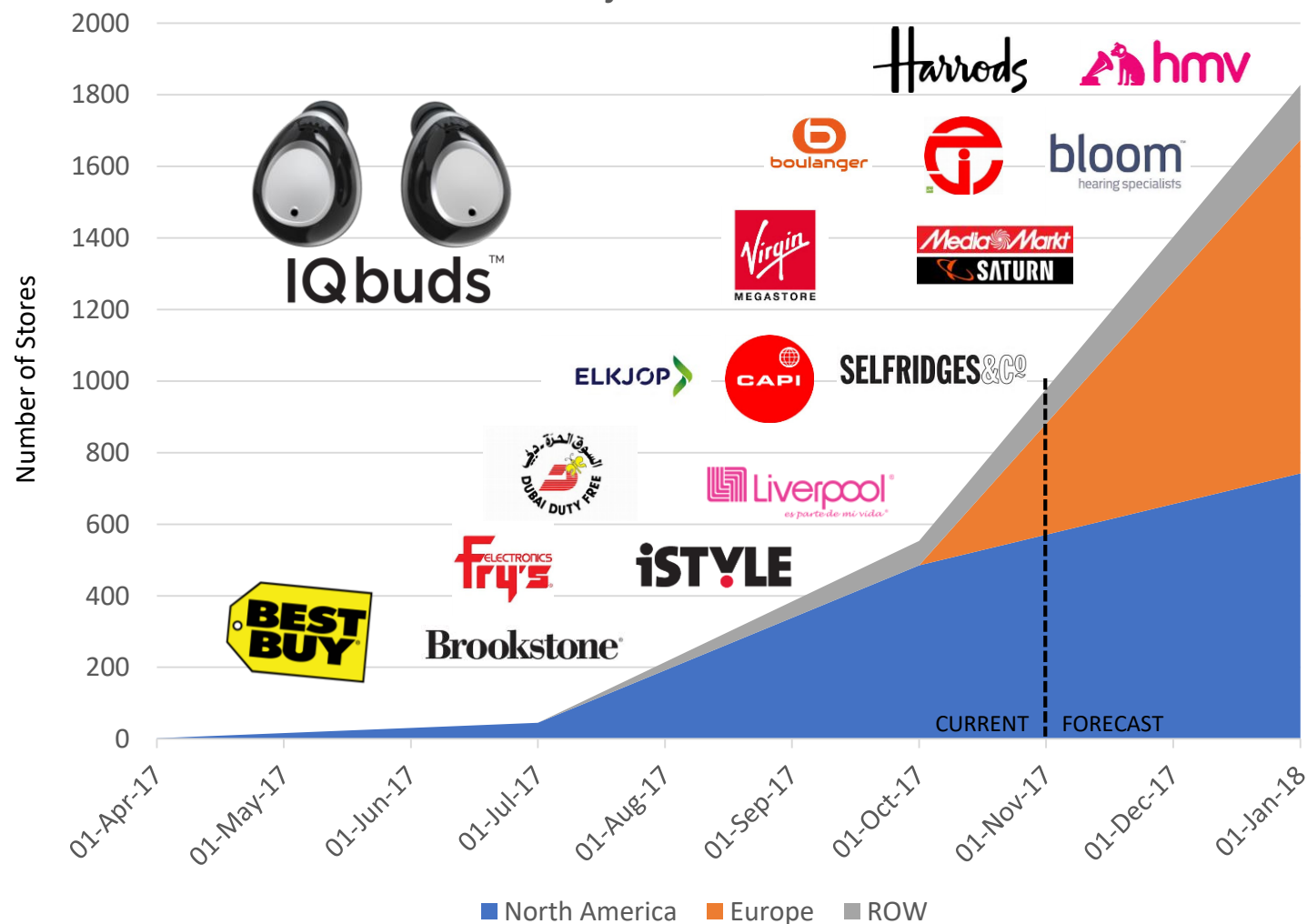
Sales and Marketing initiatives on a new retail category of Assistive Audio have now fostered a diversified range of global retailers and distributors including:

- Multi-national Consumer Electronics Retailers
- Speciality Retail/Duty Free
- Pharmacies/Drug Stores
- Audiological practitioners and hearing chains

Rapidly Growing Global Retail Presence



Global Growth - Major Bricks & Mortar Retail Stores



Major Online Only Retail Stores



Rapidly Growing Global Retail Presence

Dubai Duty Free - In Store display



Selfridges – In Store display



The Growth Drivers



Hearables fastest growing wearables sector*:

- ◆ To reach USD \$23.24 Billion by 2023
- ◆ At CAGR 9.98% between 2017 & 2023



Hearing Loss is a growing global health issue:

- ◆ 360M people disabling hearing loss
- ◆ 1.1B people (18-25yrs) at risk of hearing loss



OTC Hearing Aid Act 2017 (USA)

- ◆ Driving new market dynamics and opening up retail channels for mild to moderate loss
- ◆ 28M+ consumer market

* Market and Market, Hearable Device Market, July 2017

Summary of development

- First Working Wearable Prototype (WWP) in January 2016
- IQbuds™ in commercial mass production @ Flex since December 2016 with yields exceeding 95%
- Global launch of IQbuds™ at CES, Las Vegas, in January 2017, received a CES award, “Tech for a Better World”.
- Aggressive growth in consumer electronic retail points of sale (Brick & Mortar & Online) across USA:
 - Best Buy Expansion 1 to 238 Stores – Aug 17
 - Brookstone Expansion 42 to 210 Stores – Sept 17
- Europe & Middle East retail – Major retailers Oct 17
- Commenced Hearing Health channel diversification in Australia & Europe - Bloom
- Nuheara is well positioned in retail for boost in Q4 sales:
 - Holiday season – largest consumer retail spending quarter
 - New marketing content and advertising initiatives to support sales




New Marketing Initiatives



Multiple Digital Campaigns with new content

Nuheara
Written by Sally Clapper [?] · November 4 at 6:55am · 🌐

Do you struggle with sensory overload in loud places? IQbuds super intelligent noise control technology provides relief plus so many more features!



IQbuds
Hear What You Want to Hear


WHEN THE WORLD IS JUST TOO LOUD, IQBUDS ARE THE SOLUTION

nuheara.com

Learn More

Nuheara
Written by Sally Clapper [?] · November 3 at 12:42pm · 🌐

Once you try IQbuds, you'll never go back to wired again! Premium sound, dynamic noise control for situational awareness, best-in-class battery life, custom tap-touch control, water & sweat resistant, plus more.




BEST EARBUDS FOR RUNNING & SO MUCH MORE

NUHEARA.COM

Shop Now

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NUHEARA.COM

Shop Now

Nuheara
Written by Sally Clapper [?] · November 2 at 1:36pm · 🌐

"I think I've found the best pair of wireless earbuds for city life." – Brett Williams, Mashable

Premium Sound, Dynamic Noise Control, Custom Tap Touch, Best-in-Class Battery Life plus more!




BEST WIRELESS EARBUDS FOR CITY LIFE

NUHEARA.COM


Shop Now

DRTV – New Infomercial to run on US cable (Stayed tuned!)

STAY TUNED FOR
SPECIAL OFFER




Lorenzo B.
Actual User



Results may vary.

Ramon F.
Actual User




Results may vary.

NUHEARA
IQbuds™

High Fidelity Sound
Enhanced Hearing
Comfortable Fit
Long Battery Life

Order **Risk-Free**





10 Most Common
Reactions to



THANK YOU

Shareholders can order IQbuds™ online
www.nuheara.com
use discount code *Shareholder50*
and save AUD\$50 per set.