

ASX MARKET RELEASE

Leading European retailer Acuitis launches IQBuds™ across its 66 stores

HIGHLIGHTS

- Leading European Optical and Hearing retailer Acuitis, Maison d'Optique et d'Audition launches Nuheara IQBuds™ in 66 retail stores with strong marketing campaign in France, Switzerland and Luxembourg.
- Extensive in-store and direct marketing to target younger clientele.
- To be officially launched 1st March to coincide with Hearing Awareness Week and World Hearing Day on March 3rd.

23 February 2018 – Perth, Australia and Paris, France

Nuheara Limited (**ASX: NUH**) ("Company" or "Nuheara") is pleased to announce the continued growth and development of its global hearing health care sales channel, with the addition of new retail partner Acuitis, the leading European specialist in Optical and Hearing retail.



Figure 1: Acuitis Optical and Hearing Store

Commenting on the Nuheara partnership Acuitis Directrice réseau audition, Sandra Berrebi said: “We were looking for a product that would introduce and educate our guests to the world of better hearing and connectivity, and to have the ability to enhance their life with features such hi-fidelity audio, wireless calls, connection with Google and Siri and controlling their audio environment. Nuheara’s Intelligent Hearing Solutions are an excellent match in terms of quality, design and technological advancement and we are delighted to offer this high-quality product in all of our Acuitis stores across Europe.”

The targeted IQbuds sales campaign will start on March 1st and will coincide with Hearing Awareness Week and World Hearing Day on March 3rd. Details of the campaign include:

- Campaign start date March 1st for 6 weeks;
- 66 stores with street facing advertising;
- Animated movie of IQbuds™ on video displays in each store;
- Entire Acuitis database emailed targeting younger clientele and offering the launch price of €250;

“We have had a strong relationship with Acuitis in the UK and are delighted to extend this relationship to all 66 of Acuitis’ retail stores throughout Europe,” said Nuheara CEO Justin Miller.

“Optical and Hearing retail is changing at a rapid pace and it is retailers such as Acuitis that are leading this change with personalised in-store experiences, smart targeted marketing, affordable health care solutions and a welcoming retail environment. “

“We are excited to be marrying affordable and accessible hearing solutions, IQbuds™, with the future of hearing retail in Acuitis.”



Figure 2: Acuitis store street facing IQbuds™ advertising at €250 - “Intelligents IQ”

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About Nuheara

Nuheara is a global leader in Intelligent Hearing: smart personal hearing devices that enhance and amplify human experiences. 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 offices in San Francisco and 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. IQbuds™ are now sold in major consumer electronics retailers and professional hearing clinics around the world. The Company's mission is to improve people's lives by allowing them to seamlessly listen, communicate, and connect to their physical and digital worlds.

Learn more about Nuheara: www.nuheara.com.

About Acuitis

Acuitis, Maison d'Optique et d'Audition, is a brand that embodies style and excellence and one that is always embracing cutting edge technology in all aspects of its Optical and Hearing offering. Acuitis is also synonymous with beautiful products, passionately designed by Creative Director Frederick Beausoleil. Created in 2010, by Daniel and Jonathan Abittan, Acuitis has now a total of 67 stores throw France, Suisse, Luxembourg, Belgium, UK, Italie and Canada.

Learn more about Acuitis : www.acuitis.com