

# ASX MARKET RELEASE

## Nuheara launches product range in Japan

### HIGHLIGHTS

- Nuheara launches IQbuds™ and IQbuds BOOST™ to an exclusive media event held in Tokyo, Japan.
- Nuheara signs agreement with Value Trade as a key distributor for Japanese market with access to more than 5,500 consumer electronic retail stores.
- Phase one of Nuheara rollout to commence immediately with 218 consumer electronics stores including famous retailers Yodobashi Camera, Ysamada Labi, Bic Camera, Loft, Tsutaya Electrics and Tokyo Hands.
- Phase two of rollout to include major Hearing and Optical Channels including Aigan Optics, Megane Ichiba, Paris-Miki, Megane Super, Megane Tanaka, Washin Optical, totalling a further 2,500 hearing healthcare retail touchpoints.
- Nuheara has also been awarded a total of three prestigious Japanese consumer electronics 2018 VGP Awards for IQbuds™ and IQbuds BOOST™.

### 31 May, 2018 – Perth, Australia & Tokyo, Japan

Nuheara Limited (ASX: NUH) ("Company" or "Nuheara"), transforming the way people hear by creating game-changing hearing solutions that are accessible and affordable, is pleased to announce the appointment of Value Trade as a key distribution partner to supply and unlock the Japanese retail market with Nuheara's complete product range.

Value Trade is a renowned and experienced Japanese consumer electronics distributor that currently supplies more than 5,500 consumer electronic retail stores. The first phase of Nuheara's product rollout will commence with 218 of these consumer electronics stores including famous retailers Yodobashi Camera, Ysamada Labi, Bic Camera, Loft, Tsutaya Electrics and Tokyo Hands.

Phase two of Nuheara's product rollout, planned for early in 2019FY will include the continued expansion of consumer electronic stores as well as the addition of Hearing and Optical channels including Aigan Optics, Megane Ichiba, Paris-Miki, Megane Super, Megane Tanaka, Washin Optical, which totals a further 2,500 retail touchpoints.

Co-hosted in Tokyo by Value Trade and leading retailer Tsutaya Electrics, Nuheara officially launched into the Japanese market on May 30<sup>th</sup>, 2018, with a series of invite only presentations to more than 60 of the country's leading audio related media representatives.



*Figure 1: Nuheara's official Japanese launch held in Tokyo, Japan on 30<sup>th</sup> May 2018.*

Commenting on the Japanese expansion, Nuheara CEO, Justin Miller said, "It is an excellent endorsement of our company's capability and future: Australian researched and developed technology products are now being exported to Japan; a country that is widely regarded as the world's most technology savvy and the leader in the consumer adoption of the most innovative products."

"Since gaining our product certifications for the Japanese market in October 2017, there has been a great deal of planning and preparation conducted for our entry in to Japan. Value Trade has provided Nuheara with a strong foundation from which we can now launch. More importantly, it has an enormous Japanese retail reach with a proven ability to execute with new audio products."

The Company was also confirmed this week as the proud recipient of three prestigious Japanese consumer electronic VGP awards, two for IQbuds™ and a further award for IQbuds BOOST™.



**企画賞**

*Figure 2: IQbuds™ and IQbuds BOOST™ recognised with a prestigious 2018 VGP Awards.*

- ENDS -

## **CONTACTS**

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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 transform the way people hear by creating game-changing hearing solutions that are accessible and affordable.

Learn more about Nuheara: [www.nuheara.com](http://www.nuheara.com).