

# ASX MARKET RELEASE

## Nuheara secures Korean product certifications and appoints first distributor to the territory

### HIGHLIGHTS

- Nuheara's IQbuds™ and IQbuds BOOST™ secure necessary certifications for product to be sold in Korea.
- Required certifications include KC Certification for battery compliance and the Certificate of Broadcasting & Communications Equipment.
- Nuheara appoints Sam Audio as an initial non-exclusive distributor to the territory.

### 7 November 2018 – Perth, Australia

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 that the Company has secured the necessary product certifications for IQbuds™ and IQbuds BOOST™ to be sold in the Republic of Korea (South Korea).

Nuheara products have received KC certification for battery compliance from the Korea Testing and Research Institute, as well as the Certificate of Broadcasting and Communications Equipment from National Radio Research Agency.

To commence immediate sales in South Korea, Nuheara has also now appointed Sam Audio as the first non-exclusive distributor in the territory.

"We are delighted that Nuheara has secured entry to the South Korean market. South Korea is a leading developer and adopter of technology. Sam Audio is one of the most significant distributors in the territory and we look forward to this partnership," said Justin Miller, CEO of Nuheara.

Nuheara's primary Asian country focus now includes Japan, Singapore, Hong Kong, Vietnam and South Korea.

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## **About Nuheara**

Nuheara is a global leader in smart personal hearing devices which change people's lives by enhancing the power to hear. 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, professional hearing clinics and optical chains around the world. The Company's mission is to transform the way people hear by creating smart hearing solutions that are both accessible and affordable.

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