

# ASX MARKET RELEASE

## Nuheara achieves ISO9001:2015 Quality certification

**11 August 2020 – Perth Australia**

Nuheara Limited (**ASX: NUH**) (**Company** or **Nuheara**), transforming the way people hear by creating smart hearing solutions that are accessible and affordable, is pleased to announce it has been certified to the international standard for quality ISO 9001:2015.

The certification covers Nuheara's Quality Management System (QMS) for the research and development, product design, engineering, support, and sales and marketing of smart hearing devices.

"We are delighted to have been recognised by certification to ISO 9001:2015. It reflects our Company's commitment to quality, continuous improvement, and our customer focus," said Justin Miller, CEO of Nuheara.

"It is important to note that this is an internationally recognised certification, and is highly relevant to operating in major global markets and alongside global companies. As a relatively small Australian innovation company, competing on a global scale, this certification provides context and validation for our aspiration to be the world's leader in smart hearing solutions.

"It will support us in advancing our international Original Equipment Manufacturer (OEM) discussions. It also places us in a solid position to apply our products, technology and processes to any forthcoming regulatory requirements by the FDA for the Over The Counter (OTC) hearing device market in the United States."

The certification and audits were conducted by the accreditation body SAI Global.

This announcement has been approved for release by Nuheara Managing Director Mr Justin Miller.

**-ENDS-**

### **ABOUT ISO 9001:2015**

ISO 9001 is the international standard that specifies requirements for a quality management system (QMS). Organisations use the standard to demonstrate the ability to consistently provide products and services that meet customer and regulatory requirements. ISO 9001:2015 is based on seven quality management principles including strong customer focus, leadership, engagement of people, process approach, continual improvement, evidence-based decision making and relationship management. ISO 9001 helps organisations ensure their customers consistently receive high quality products and services, which in turn brings many benefits, including satisfied customers, management, and employees.

## **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 headquartered in Perth, Australia and 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. In 2020 Nuheara released its third generation IQbuds<sup>2</sup> MAX. Nuheara products are now sold Direct To Consumer (DTC) and in major consumer electronics retailers, professional hearing clinics, pharmacies 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)

## **CONTACT**

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