



# ASX Announcement

Release Date: 19 October 2020



## NHS UPDATE – UNITED KINGDOM

Nuheara Limited (**ASX: NUH**) (**Company** or **Nuheara**), transforming the way people hear by creating smart hearing solutions that are smart and affordable, is pleased to announce that the National Health Service (NHS), United Kingdom, has created a new Audiological Equipment, Services and Related Consumables framework with a “Hearable” related category and has now included Nuheara’s IQbuds BOOST within that category.

IQbuds BOOST has successfully been placed on a new NHS UK framework, reference 2020/S 017-035930 under Lot 4 - Audiological Devices, assistive listening devices, tinnitus therapy devices and hearables. The framework is now live for a 24 month period, with the option to extend for an additional 24 months.

IQbuds BOOST is immediately available under the framework and will be supplied and supported under the framework via Nuheara’s UK distributor Puretone.

Commenting on the NHS developments Nuheara CEO, Justin Miller, said, “We are delighted that the NHS UK has followed the lead of NHS Scotland and created a framework that now supports a Hearables category. With the framework now in place, we also look forward to the prospect of expanding our product offering within it.”

-ENDS-

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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 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.

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