



Hear that sound

Company Update

Justin Miller, CEO & Co-founder



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02	The addressable market opportunity	07
03	Record sales in FY21	11
04	Growth opportunities – Unregulated hearing market	15
05	The next step – Entering the regulated hearing market	21
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Company Overview

Nuheara is a leading, global hearing healthcare technology company that continues to change lives through the consumerisation of hearing



Seven years of hearing innovation with a focus on developing affordable self help hearing devices, initially as hearables and now as medical devices, that also incorporate all traditional earbud features.



Addressing a large market with an unmet need, with less than 10% of those that could benefit from a hearing device having purchased one¹.



Current low device penetration rates due to stigma, high cost, inconvenience, and non-scalable purchase and fitting practices.



Nuheara addresses the unmet need with a modern form factor, lower cost, clinically validated self-fit technology features with diverse retail purchasing options - including Direct To Consumer (DTC) and mainstream including Best Buy, Walgreens and Amazon.



Changing the global hearing landscape with Nuheara average user age at 53 years and traditional hearing aid wearer average age of 72 years.



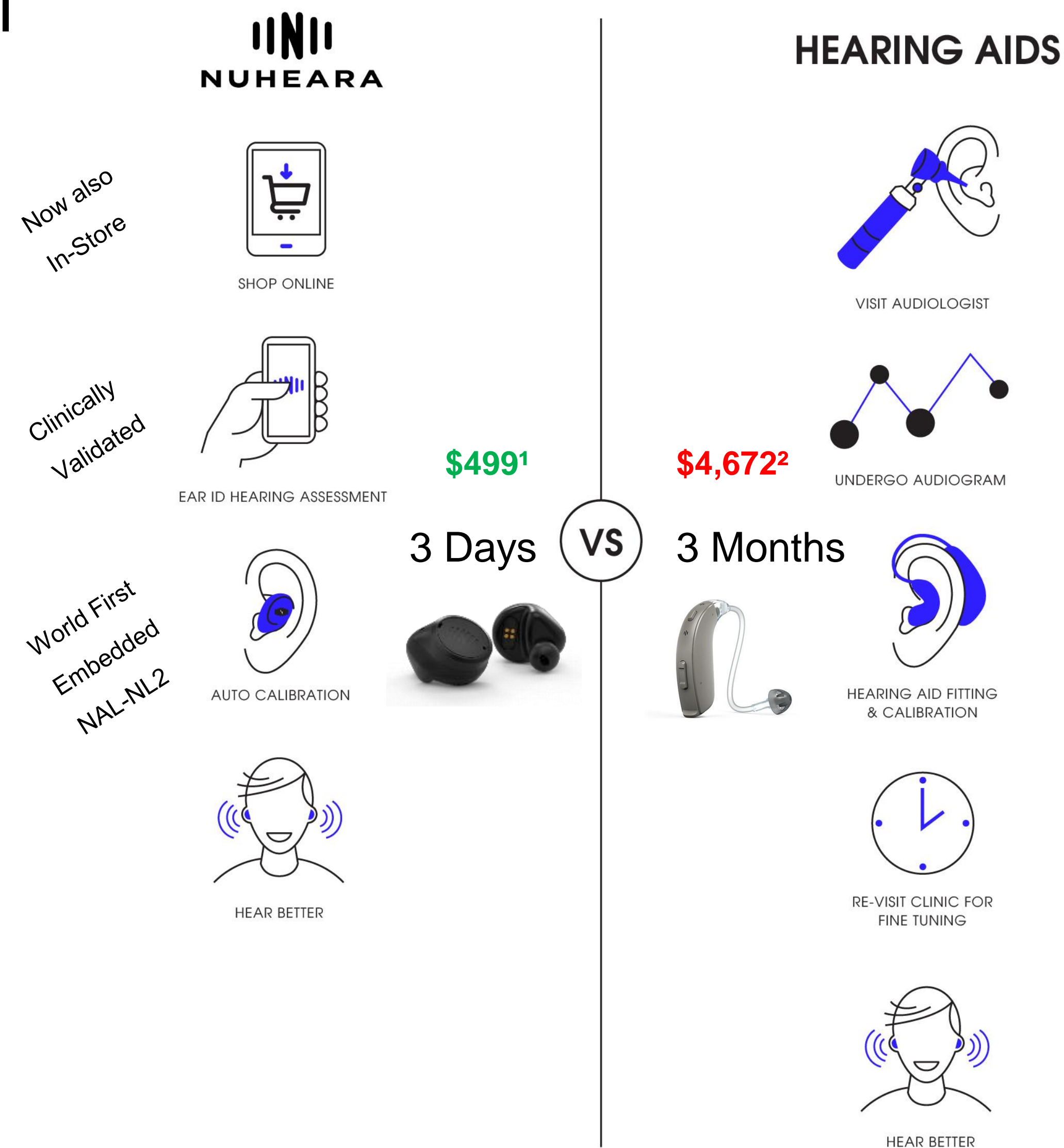
Pioneering vision backed by changing regulation with new Over the Counter Hearing Aid regulations introduced in US to drive accessibility, affordability and greater device adoption



Nuheara's differentiation

Nuheara's product, technology and service model transforms the consumer hearing health journey

- ✓ Simple
- ✓ Convenient
- ✓ Empowering
- ✓ Personalised
- ✓ Scalable
- ✓ Affordable
- ✓ Stylish

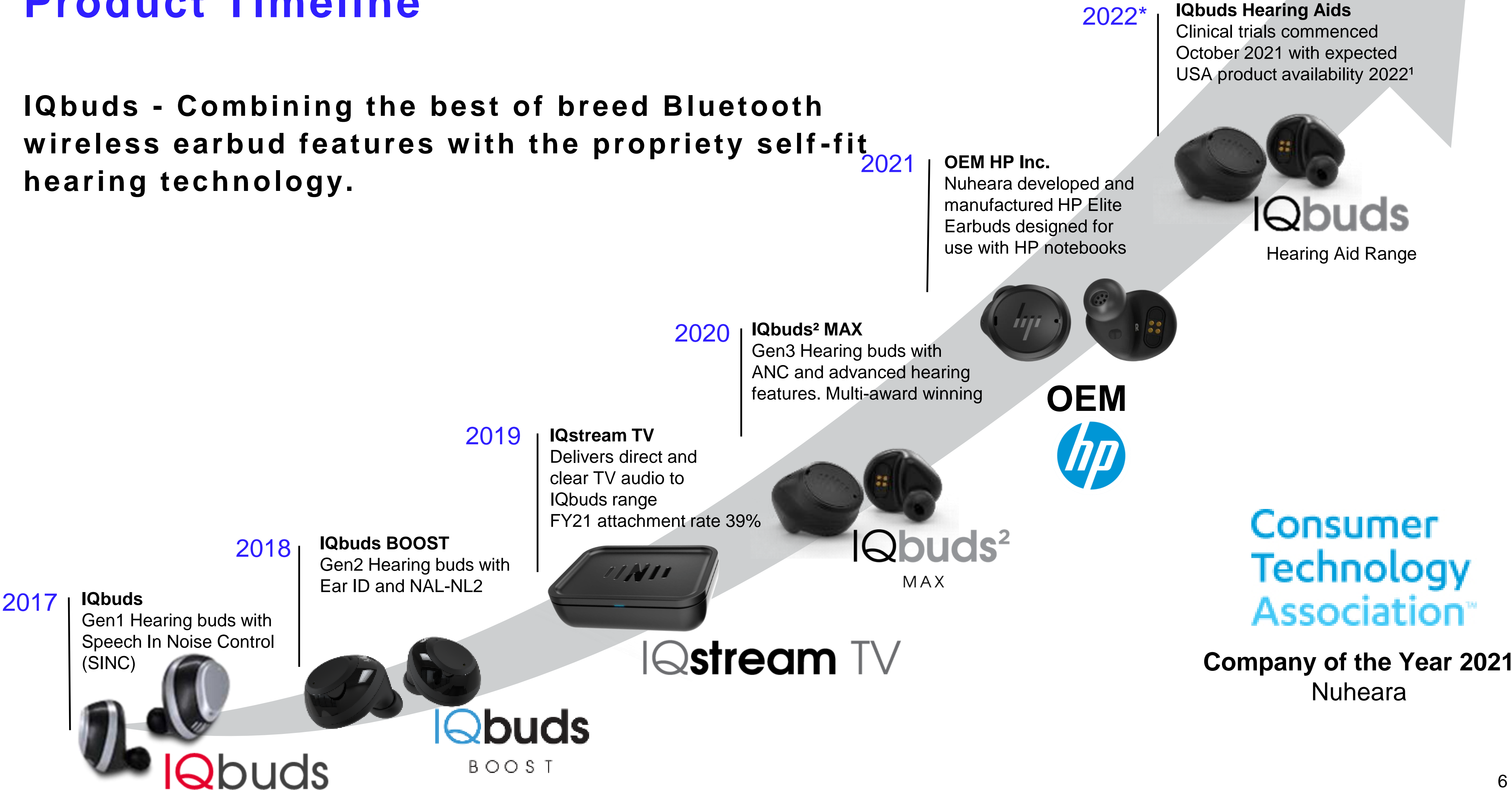


Source 1: Nuheara IQbuds2 MAX Manufacturers Suggested Retail Price (MSRP), December 2021 \$US
Source 2: Technological Advancements in the Hearing Aid Industry, Ahlstrand and Green, 2021 \$US



Product Timeline

IQbuds - Combining the best of breed Bluetooth wireless earbud features with the propriety self-fit hearing technology.



Source 1: Nuheara estimate based on clinical trial completion and FDA 510(k) submission in Q1 2022 calendar year

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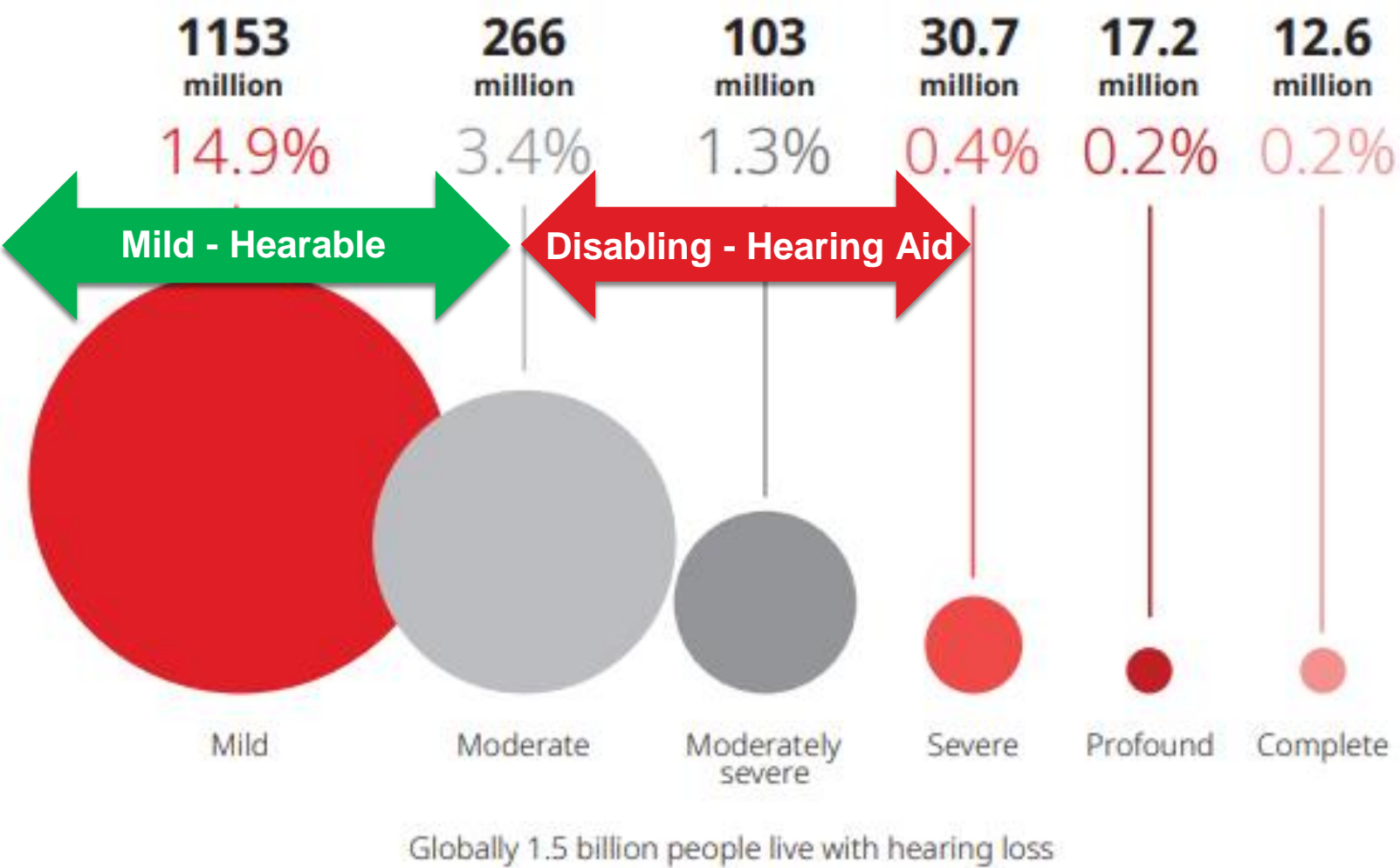
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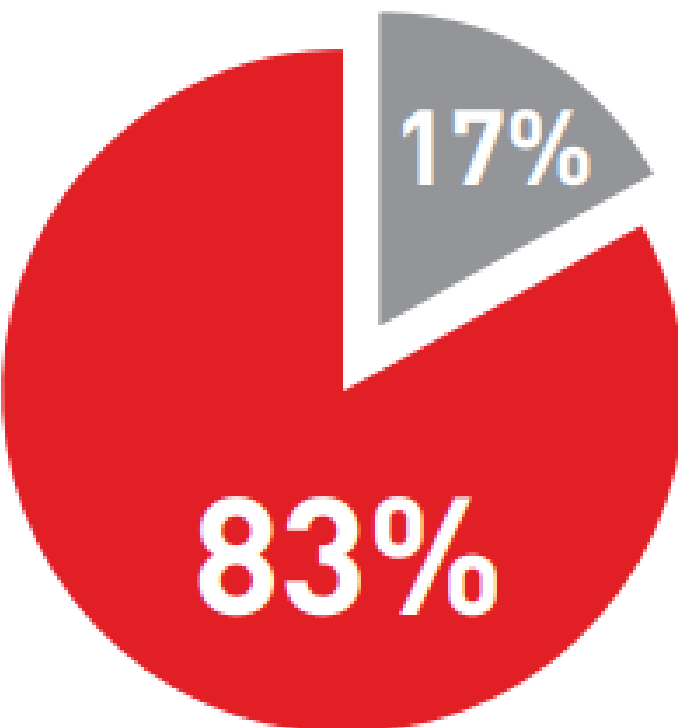
The hearing market opportunity for Nuheara

Meeting the unmet global need in hearing health

01 20% of global population have hearing loss



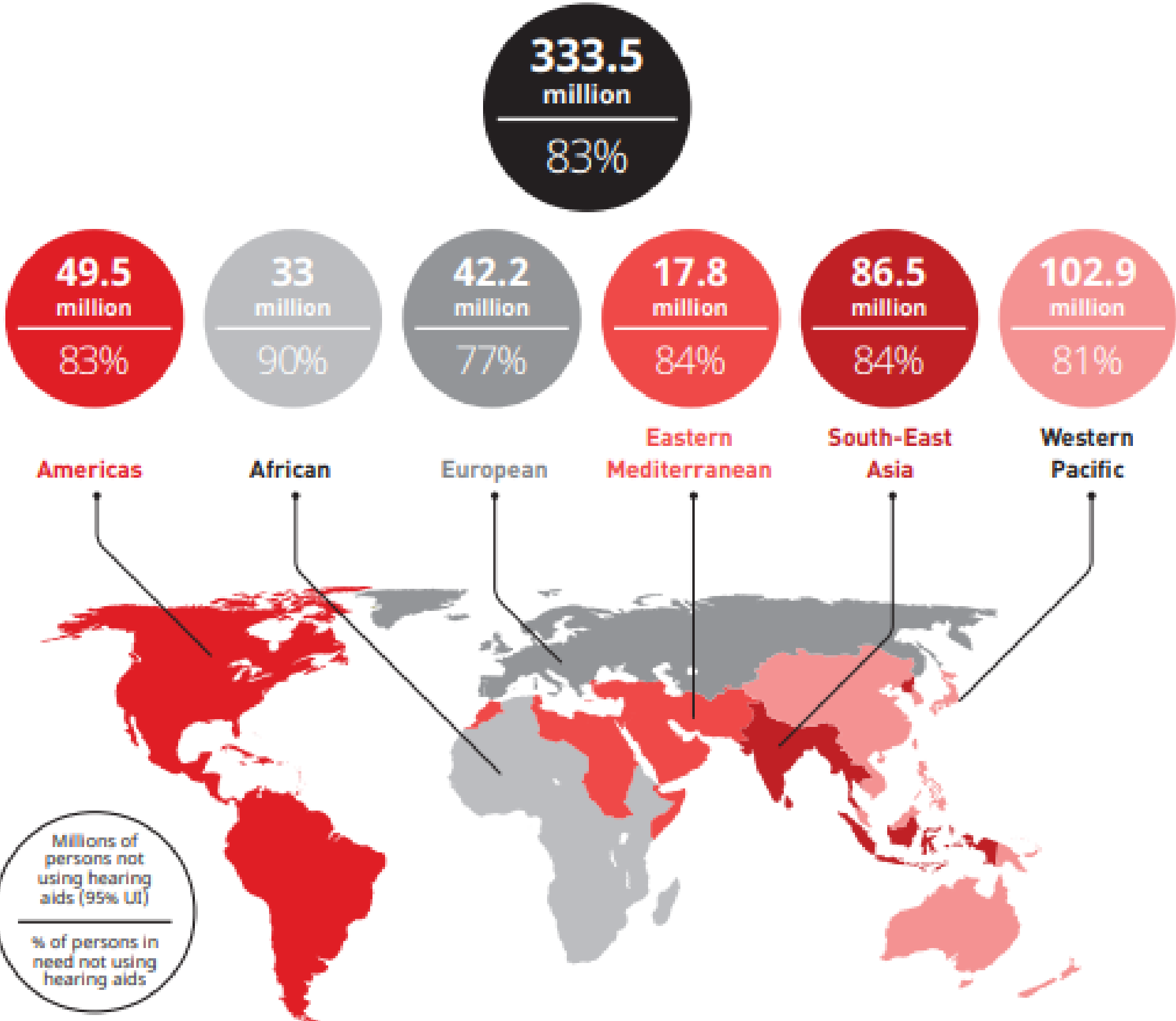
02 Massive gap in global hearing aid use



- ✓ Of the 400 million with moderate to severe hearing loss only 17% have hearing aids
- ✓ Gap range is consistently high in all parts of the world, ranging from 77% (Europe) to 90% (Africa), and from 74% to 91% across all income levels
- ✓ Negligible penetration of hearing aid use for those 1.1 billion people with mild hearing loss

Worldwide: 83% of all people with a moderate to severe hearing loss (disabling) currently live without hearing aids

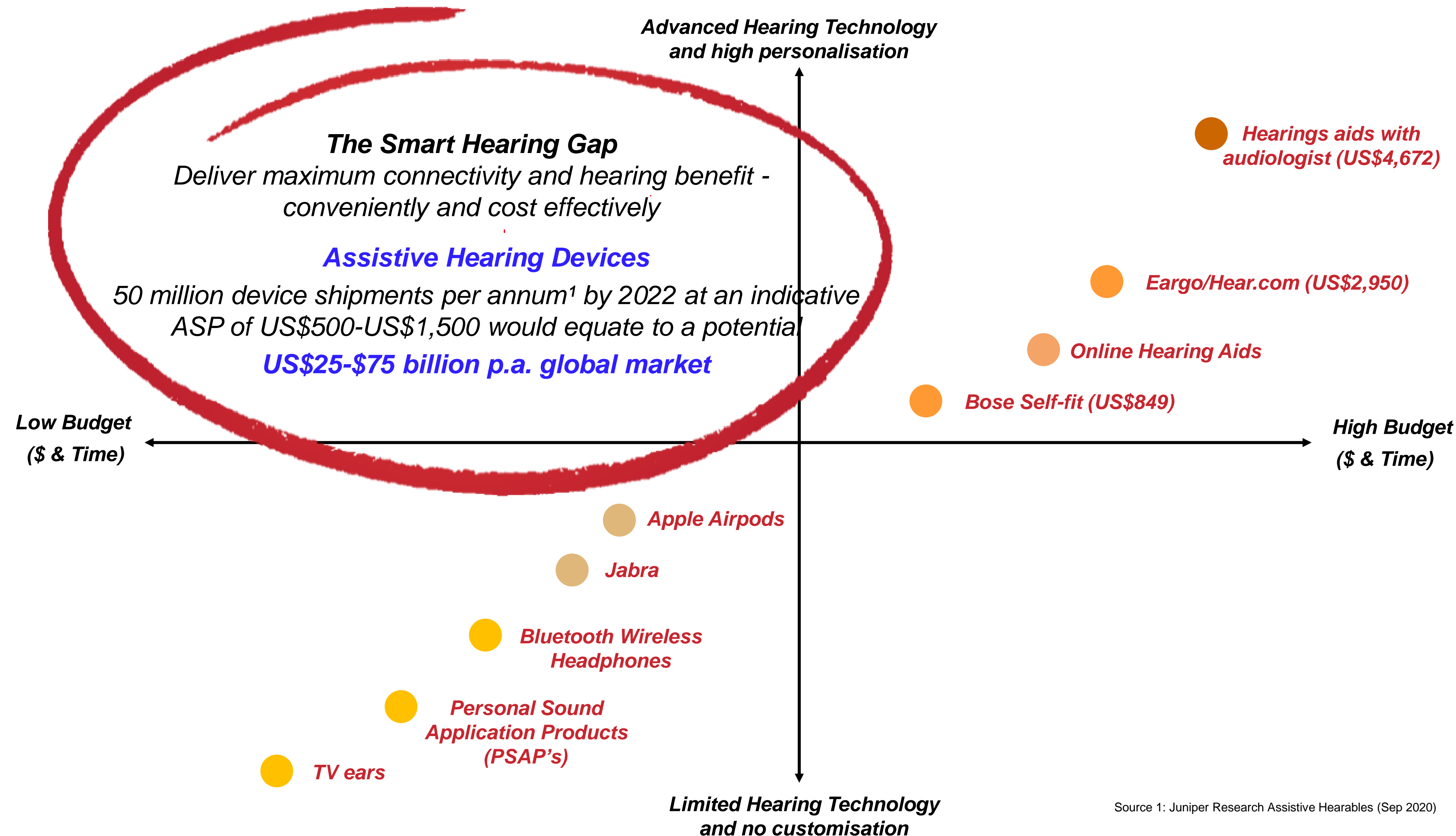
03 People with disabling hearing loss not using hearing aids



All data sourced from World Health Organisation: World Report on Hearing, 3 March 2021



Nuheara's strategy to fill the “smart hearing” gap

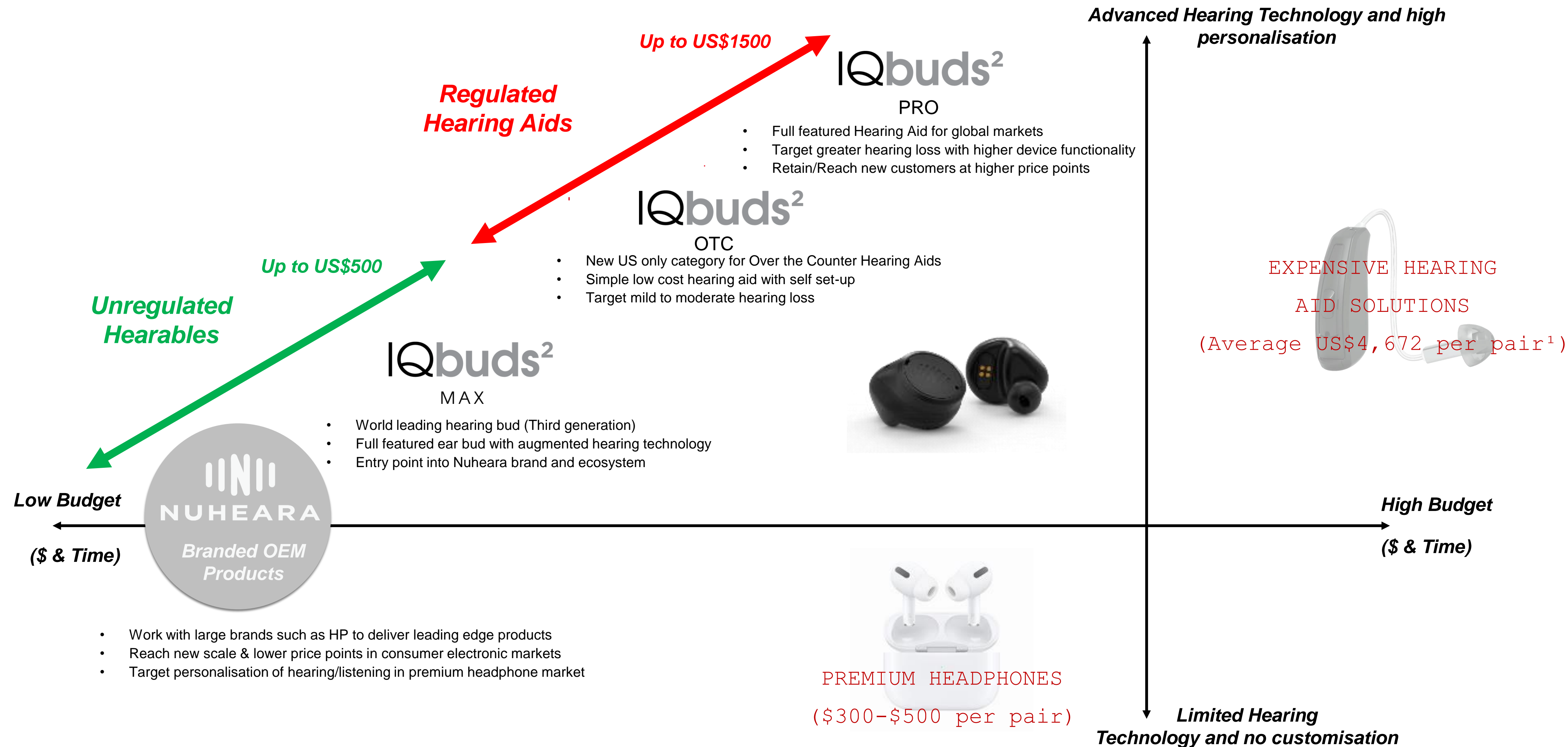


Source 1: Juniper Research Assistive Hearables (Sep 2020)



“Smart hearing” with hearables and hearing aids

Nuheara can own the hearing customer all the way through their hearing healthcare journey



Source 1: Technological Advancements in the Hearing Aid Industry, Ahlstrand and Green, 2021



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Hear that sound

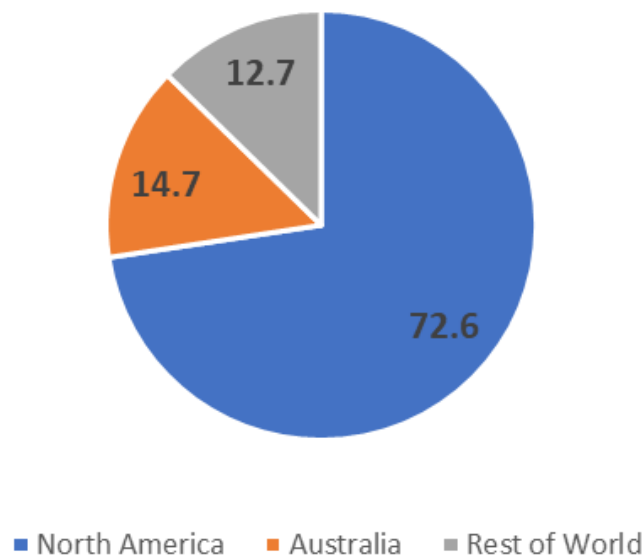


FY21 sales up 517% on FY20

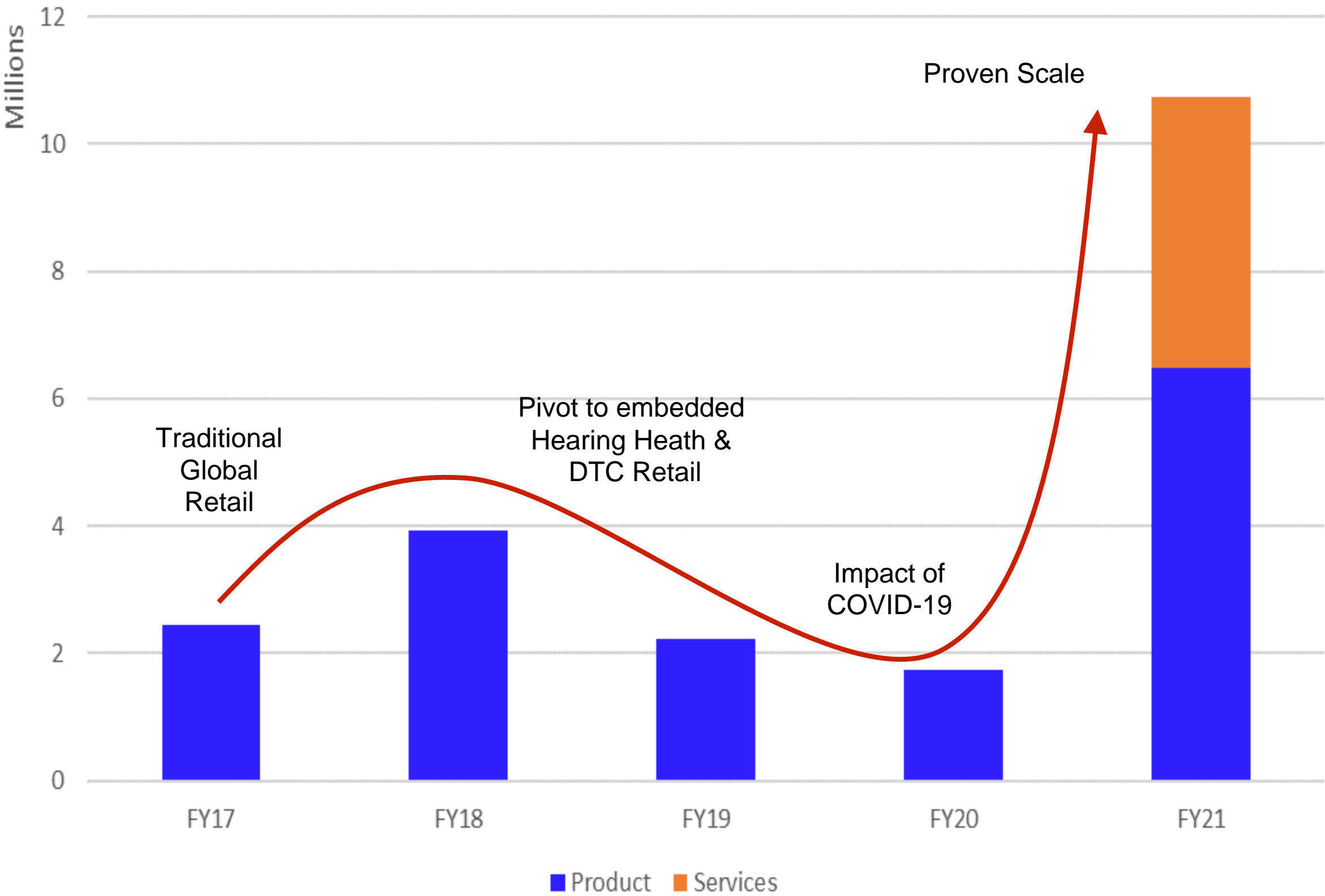
Omni channel sales strategy delivers substantial growth

- ✓ FY21 invoiced revenue of \$10.7m
- ✓ 85% of sales are international
- ✓ Highly successful DTC sales (Nuheara direct online) campaigns have driven strong North America growth online
- ✓ FY21 total 15,117 IQbuds shipped (net of returns) at Average Selling Price (ASP) of \$405 plus accessories
- ✓ First shipment of Nuheara co-developed and manufactured Elite Wireless Earbuds to HP
- ✓ Recovery commenced in Mainstream Retail (all sales channels not directly controlled by Nuheara)
- ✓ Preparing to further scale as a medical device company, with clinical trials of hearing aids

Invoiced Sales by Region (%)



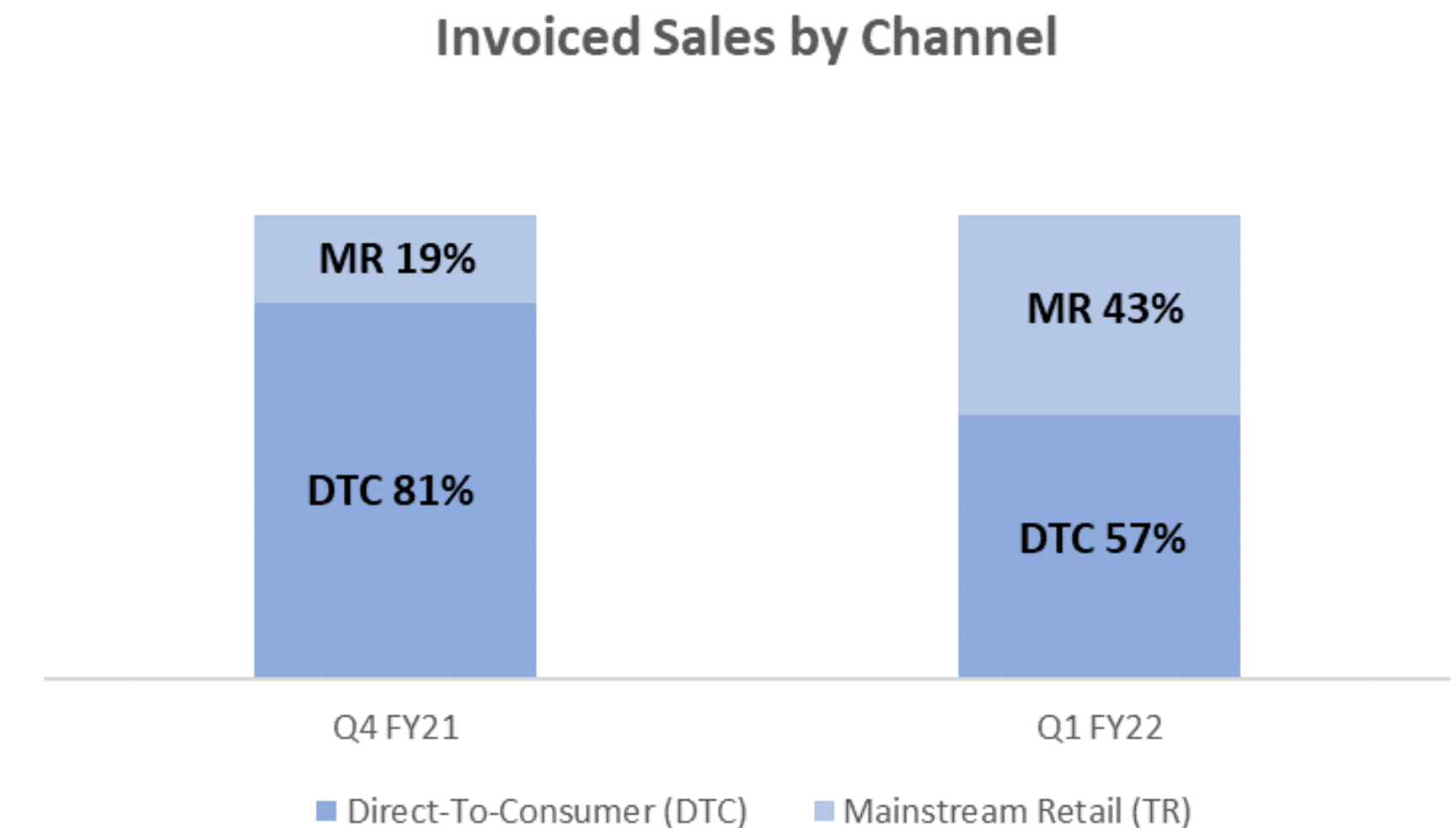
Nuheara Invoiced Revenue (\$ millions)



Summary Q1 FY22

Resurgent traditional retail sales underpin 112% YoY growth in cash receipts

- ✓ Strong sales (\$1.2m) of IQbuds² MAX & accessories
- ✓ Direct To Consumer (DTC) sales continue to deliver, particularly Australia
- ✓ Resurgent Mainstream Retail sales growth in US, as retail re-opens post COVID
- ✓ Diversified sales channel has Nuheara well positioned to continue growth
- ✓ Mainstream Retail sales for October 2021 already exceed total for Q1 FY22
- ✓ Preparing to further scale as a medical device company, with clinical trials of self-fit hearing aids backed by new US OTC hearing legislation



Financial position supports growth initiatives

- ✓ Strong first quarter performance

- \$1.2m sales revenue
- 20% increase in Average Selling Price to \$478 from FY21 average \$405
- Maintaining circa 50% product Gross Margins

- ✓ Solid balance sheet

- End Q1, \$3.7m in cash with no debt (does not include additional \$1.7m R&D rebate received 1 December 2021)

- ✓ Investing to continue growth trajectory

- Strong inventory levels provide solid foundation to deliver growth in Q2 FY22, seasonally the largest quarter of the year
- Additional investment in R&D to drive new product lines and accreditation as medical device company – 34% increase on Q1 FY21
- Continues to highlight that we are scaling appropriately and affordably
- Strategically positioned to capitalize on the unregulated and regulated OTC Hearing Aid category opportunity



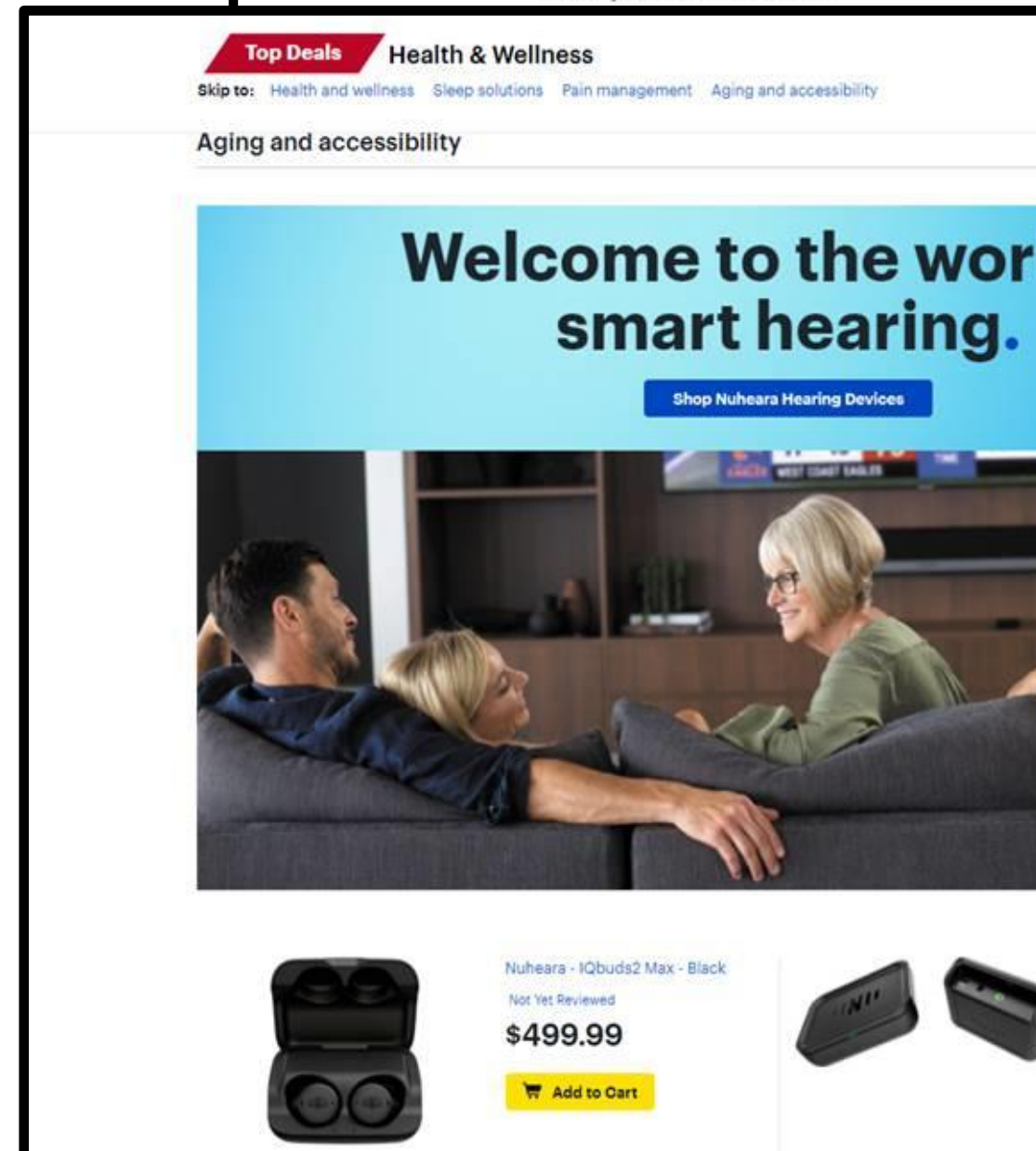
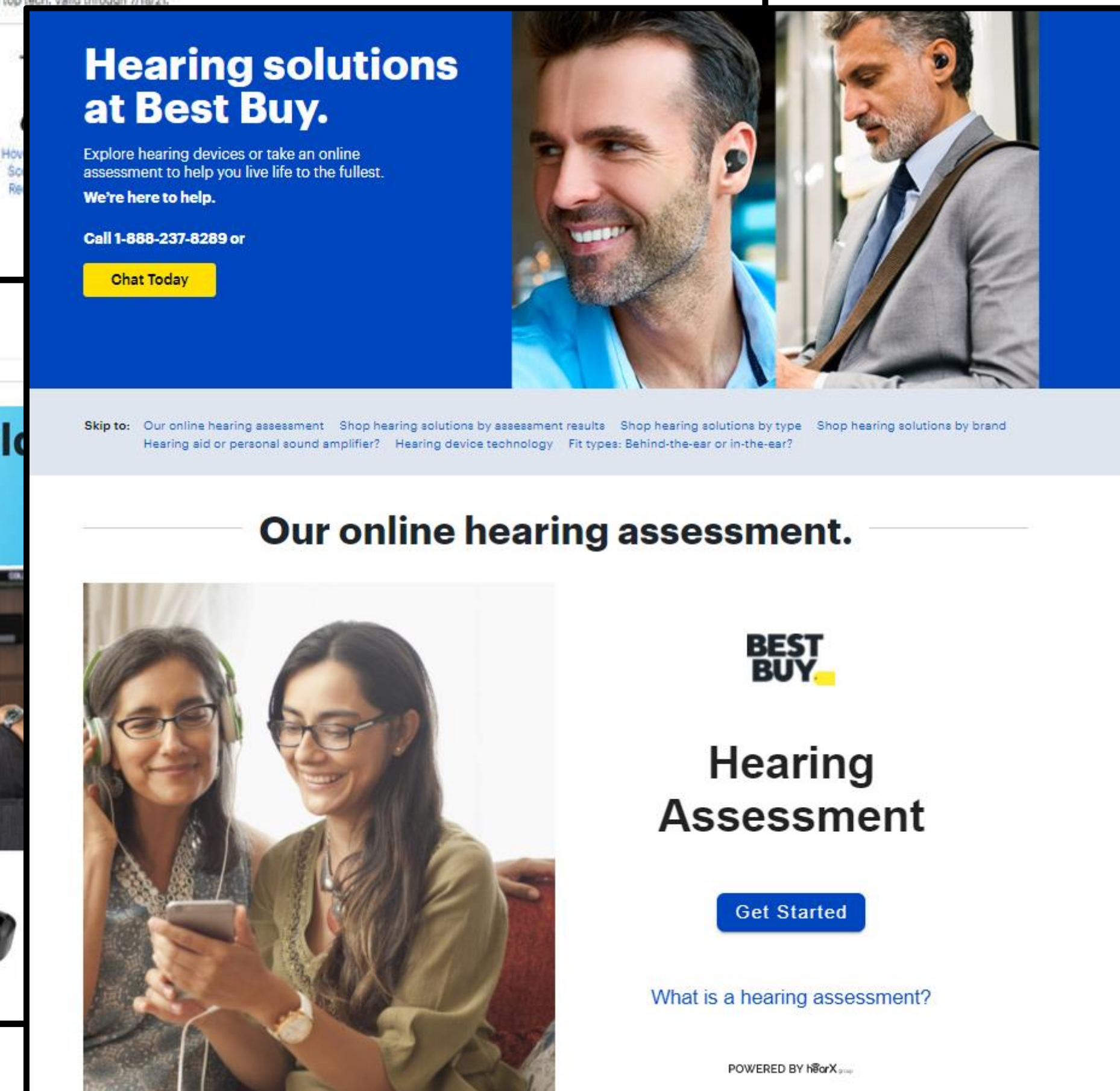
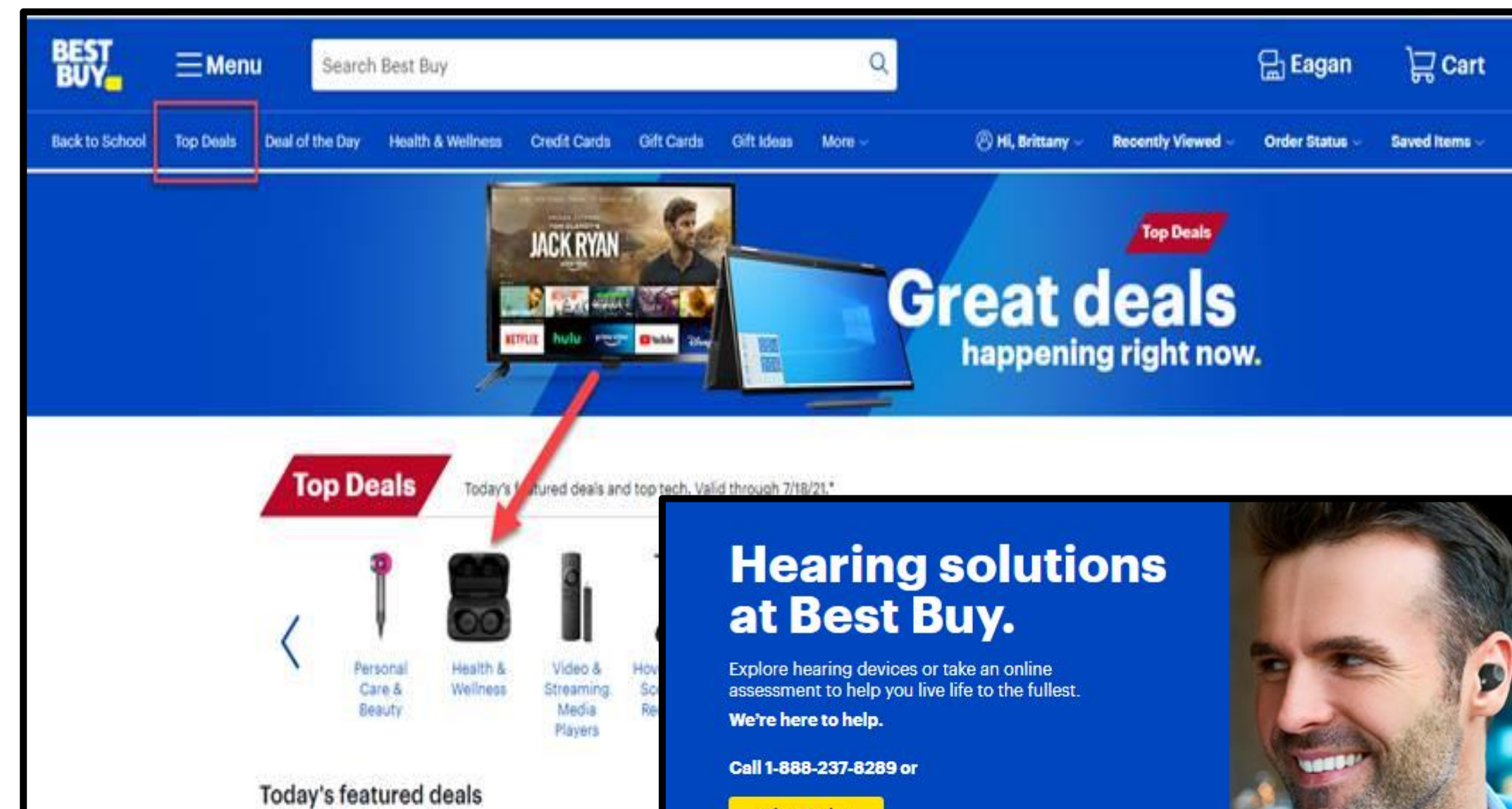
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Online sales have driven growth

- ✓ Direct To Consumer (DTC) sales mainstay of IQbuds² MAX global growth (www.nuheara.com)
- ✓ Mainstream Retail partners including Best Buy, Walgreens, Amazon and Crutchfield improving their on-line sell through
- ✓ Best Buy has 5 Year “Hearing Retail” journey with Nuheara
- ✓ Best Buy launches new “Hearing Solutions” category
- ✓ Brick-and-Mortar showing green shoots of recovery as store-based retail sales return



Launched in 241 Best Buy stores in the US

Working closely with Best Buy as it offers hearing solutions online and now in select US-based Best Buy retail stores



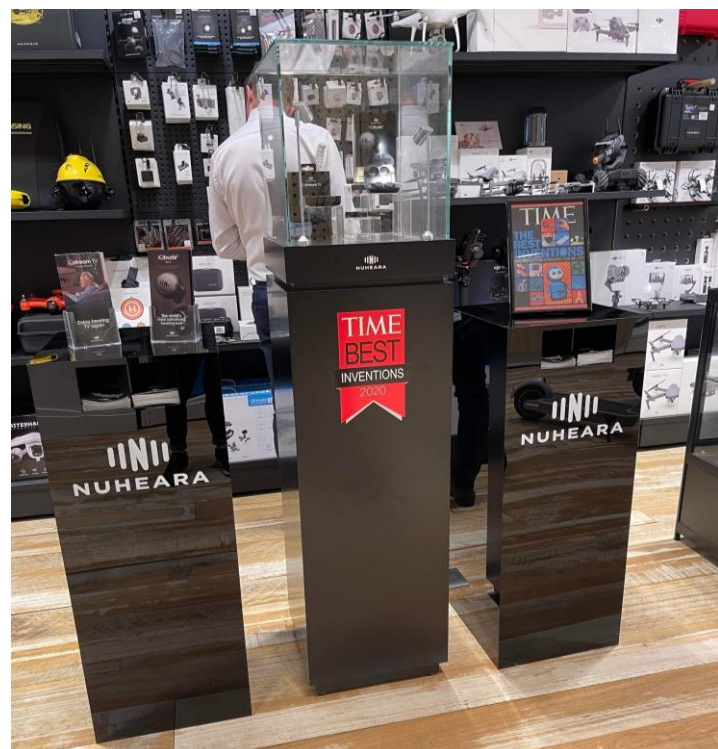
- ✓ Nuheara's hearing products can now be researched and purchased at Best Buy online for home delivery, hybrid via click and collect, and directly from brick-and-mortar stores with information displays
- ✓ Substantially larger retail footprint builds on the vast opportunity Nuheara has to engage directly with customers, deepening our brand recognition in advance of future Over the Counter [OTC] hearing aid products and sales
- ✓ IQbuds2 MAX placed in 2021 Xmas gift catalogue, delivered 5th December 2021 to 2.5 Million US households

Nuheara is now scaling with Mainstream Retail

Any Point-of-Sale (POS) addition to Nuheara's Mainstream Retail sales channel, either online or in store, adds significant incremental sales revenue opportunities



- ✓ Nuheara's controlled return to in-store placements with Wanderlust, a sole specialty retail store located in Perth, Australia.
- ✓ Sold 225 IQbuds2 MAX in 40 weeks (launch February 25, 2021).
- ✓ Average 5.6 units sold per week.



- ✓ Conservatively, the Nuheara expectation is 1 unit sold per Point of Sale (POS) or Store per week.
- ✓ Launched on 18 November 2021 to 241 stores (Best Buy have 956 in total) @ 1 per week = 12,532 units per annum + plus online.



- ✓ Relaunch of US store on 1 November 2021, with product now in 27 of Amazon's 110 US warehouses.
- ✓ Nuheara directed, ringfencing sale of our products.
- ✓ Can provide same day delivery of Nuheara products.



Nuheara adds 3,200 global points of sales with Sonova agreement

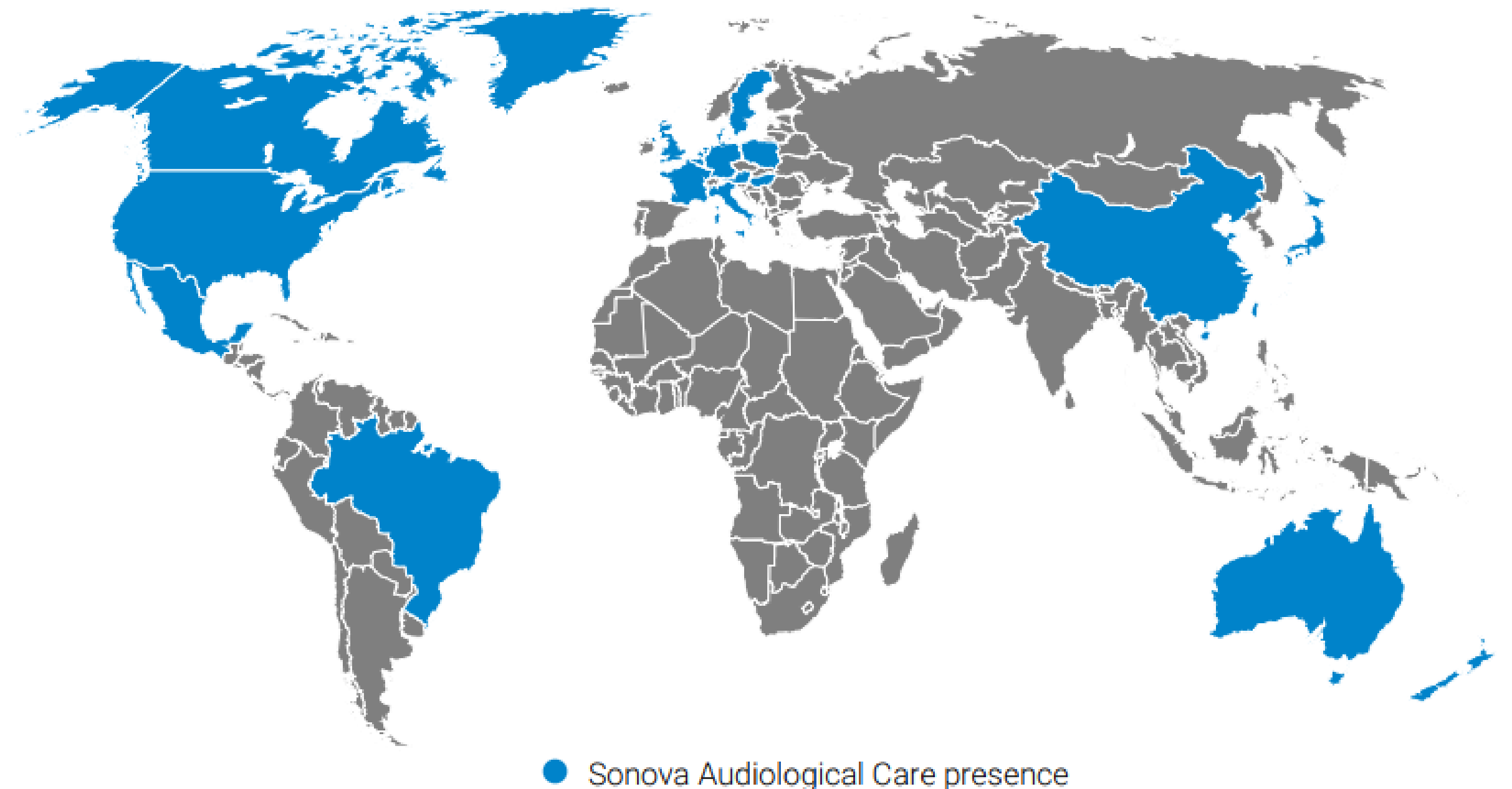
Nuheara manufactured and branded products to be sold by Sonova and its Audiological Care businesses

- ✓ 3-year global supply agreement
- ✓ Initial rollout into the US and Australia, including circa 140 points of sale in Australia via Connect Hearing

Connect Hearing 

- ✓ Other regions to follow, with priorities being Europe, UK and Canada, as respective trading entities are registered.

sonova
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Omni sales channel growth

OEM product development and shipment



HP Elite Wireless Earbuds

- ✓ Initial shipment of HP Elite Wireless Earbuds
- ✓ This is the first shipment of 3-year manufacturing and supply agreement with HP
- ✓ Bundling earbuds with HP Dragonfly Max and HP Elite Folio notebooks, has been slowed through COVID related delays in supply of notebooks
- ✓ Designed for use with Windows® 10 PC's and remote worker collaboration
- ✓ HP product carries Nuheara co-brand
- ✓ Opportunities for further collaboration with HP and others (HP non-exclusive)



Using AI technology for immersive sound¹

The HP Dragonfly Elite also includes HP Elite Wireless Earbuds for an immersive sound experience, which apply AI-based technology in HP Sound Calibration. You can calibrate these earbuds to your hearing profile and preferences as well as adjust them to match your specific listening environment, whether you're at home, in the office, or out and about. They'll also let you switch seamlessly between devices such as your phone, PC, or Mac.

<https://www.hp.com/us-en/shop/tech-takes/hp-elite-dragonfly-max-review>

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Nuheara enters the regulated hearing aid market

How 7 years building hearables category will overcome the barriers to entry for hearing aids

TRADITIONAL HEARING AIDS



TECHNOLOGY

Supporting the ear is hard, as everyone's hearing is unique. R&D is expensive and time consuming. Technology is difficult to support increasingly diverse needs.



DISTRIBUTION

Audiology clinic driven. B2B with limited Hearing Aid manufacturers, who also now own an increasing percentage of retail clinics



REGULATION

Hearing Aids are a very specialized field with limited manufacturers supplying into heavily regulated markets around the world.

Entry barriers
to US\$8 billion+ p.a.²
hearing aid device market



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5 companies hold 99% of
the global hearing aid
manufacturing market¹

Starkey
Hearing Technologies

Demant

GN

WSAudiology

NUHEARA



TECHNOLOGY

7 years of R&D and 3 generations of IQbuds in market, has provided a rich technology set and the experience to deliver the right hearing solutions.



DISTRIBUTION

Empowering the consumer to control their own hearing healthcare journey with DTC engagement model and the right self-help technology features.



REGULATION

New FDA OTC hearing aid regulatory guidelines have now been published for final review. In accordance with FDA timelines, final guidelines are expected to be published in Q2 2022 and be in effect by Q3 2022

This is a US only OTC Hearing Aid category for mild to moderate hearing loss that potentially lays the foundation for change in other countries.

US FDA issues landmark proposal for OTC Hearing Aids

What this New hearing aid category means to Nuheara

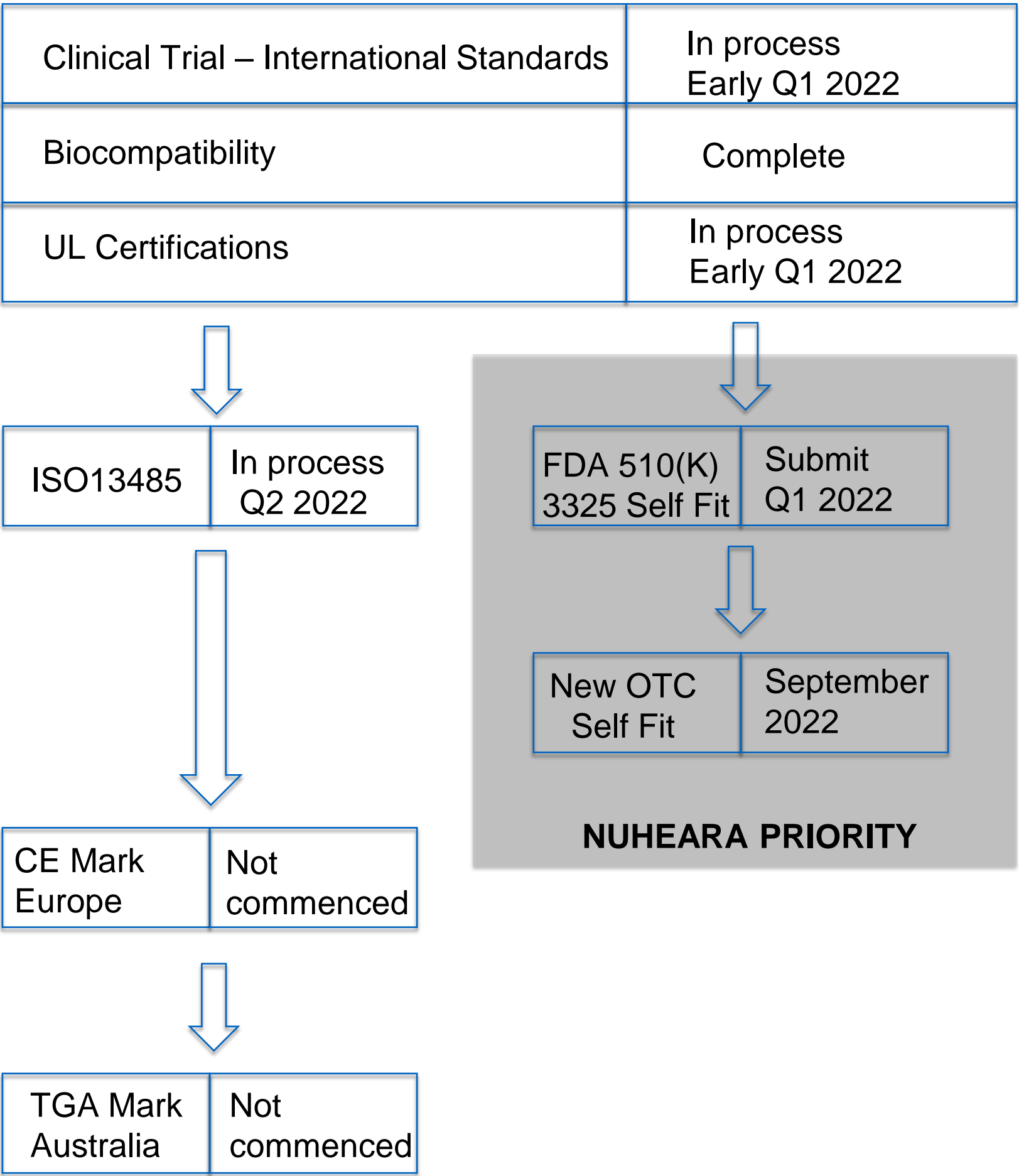
- ✓ Levels playing field with big 5 hearing aid companies – 510(K) required now for all OTC hearing aids
- ✓ OTC significantly opens up regulated points of distribution to the consumer – DTC, Consumer Electronics Retailers, Pharmacy Chains, Specialty Retail, Big Box
- ✓ Nuheara has existing relationships with major players (Best Buy, Walgreens, Amazon)
- ✓ New service models will move away from hearing clinics to telehealth and beyond – Nuheara is building out this new model
- ✓ Self-fit technology will dominate OTC product innovation. Nuheara is a pioneer in this with EarID since 2018



Nuheara clinical trial & regulatory approval

The process and timing

- ✓ Clinical trial for self fit hearing aid already commenced designed for international regulatory approval... being conducted by internally renowned National Acoustics Labs
- ✓ Candidate recruitment complete... >50% of recruited candidates have now commenced the clinical trial, with the remaining candidates expected to commence by early December
- ✓ In parallel completing Biocompatibility testing, UL certifications and ISO 13485 medical device standards... successfully completed product biocompatibility testing incorporating cytotoxicity, irritation, and sensitisation tests
- ✓ Expected trial completion early 2022, with submission by end of Q1 CY22
- ✓ First submission is for USA FDA 510 (K) with a 3325 Self Fit Hearing Aid (Bose Predicate)
- ✓ 3325 Submission will allow Nuheara be one of the first Self-Fit Hearing Aids ensuring first mover advantage after Bose, and also ensure Nuheara has a smooth transition to the OTC category (800.30) in September 2022 when first new OTC products can enter the market



Can Nuheara's innovative earbud win?

According to recent hearing aid manufacturers research, the answer is yes

01 What are non users of hearing aids looking for?



GN: Danske Bank Hearing Aid Seminar Presentation, June 22 2021

02 Ear buds vs traditional hearing aids

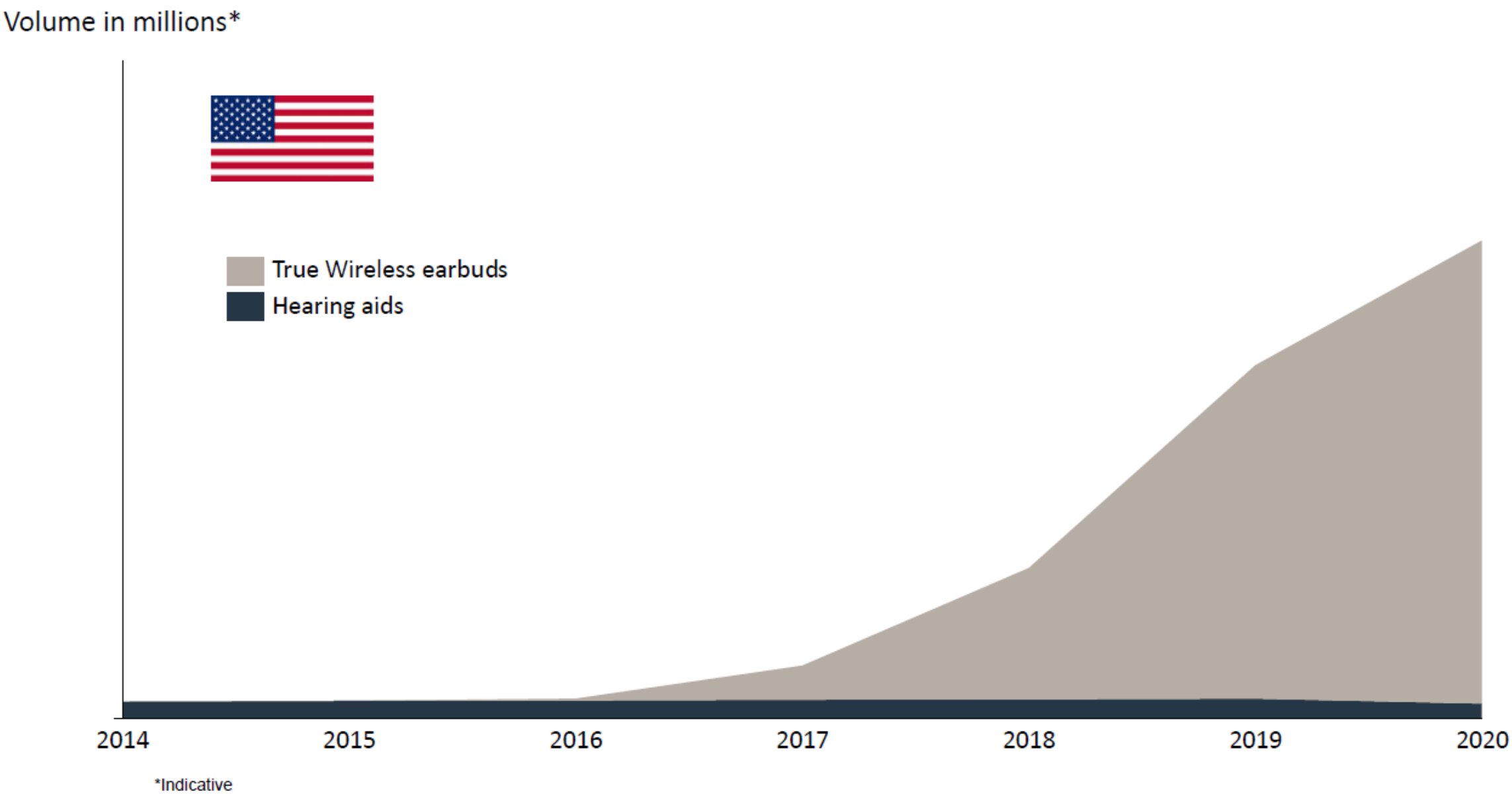


“Two out of three people would prefer to wear earbuds to hear better instead of the most stylish high-tech hearing aids previously available.”
WSAudiology 2021

WSAudiology: Signia reinvents hearing aids for a new generation of wearers, 18 January 2021

03 Growth in Wireless Earbuds vs Hearing Aids (USA)

People have become increasingly comfortable having something in their ear.....
....and its not a traditional hearing aid.



GN: Danske Bank Hearing Aid Seminar Presentation, June 22 2021

04 Accessibility - Hearing Retail Reach

Nuheara's extensive mainstream hearable retail experience and its globally diversified retail reach, is the new benchmark for self-fit hearing aids.



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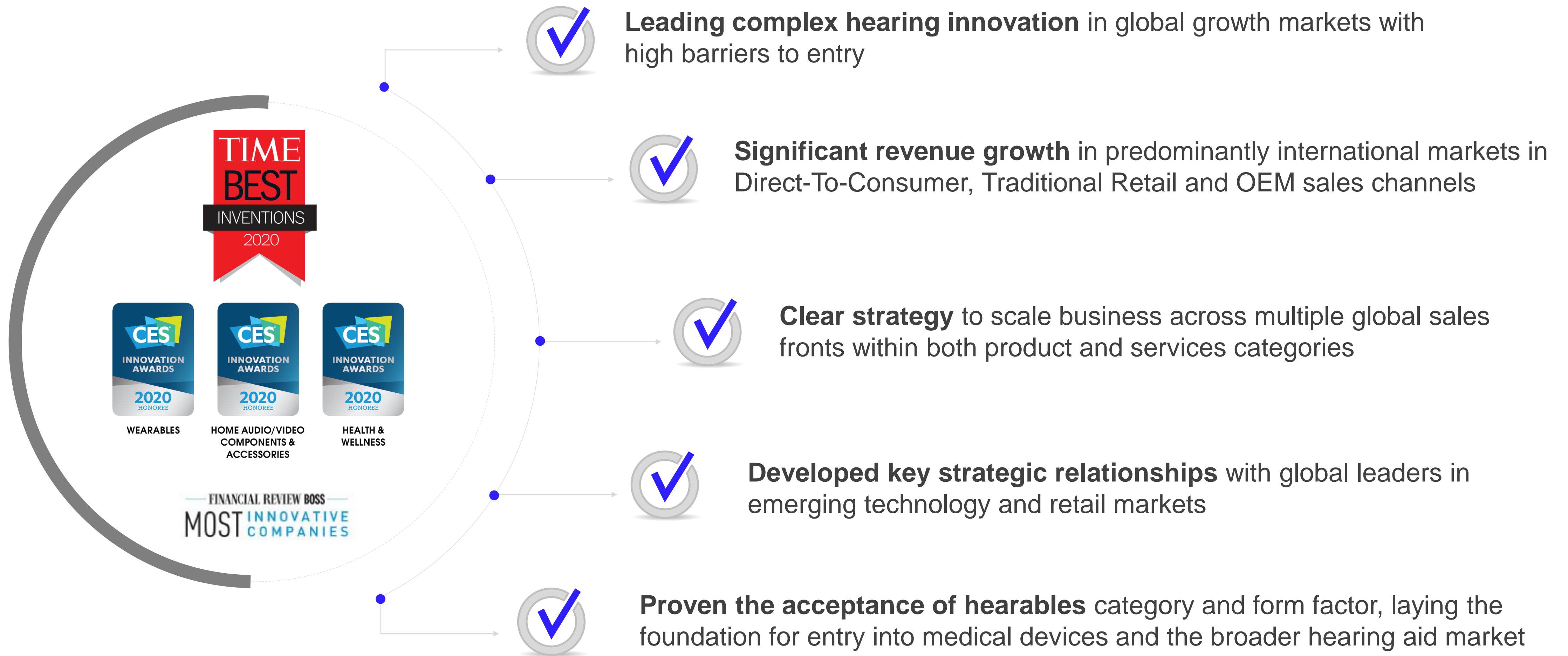


Key priorities for FY22

- ✓ Maintain the growth in DTC sales of IQbuds² MAX and accessories with new campaigns, across multiple geographies
- ✓ Broaden the geographical reach and improve the sell through of traditional retailers
- ✓ Increase shipping of OEM products
- ✓ Continue the strategic diversification in revenue streams with new opportunities and solutions, that maximise the return on investment in technology
- ✓ New hearing aid product developments, backed by regulation, to broaden hearing customer reach and maximise sales opportunities



Nuheara in summary



CHANGING THOUSANDS
OF LIVES AROUND
THE WORLD






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THANK YOU

Corporate Details

Board of Directors

	The Hon. Cheryl Edwardes AM Non-Exec Chairman	<ul style="list-style-type: none"> Company director and Chair of multiple ASX Boards, private companies and not-for-profits Former Attorney General for Western Australia
	Mr Justin Miller Managing Director	<ul style="list-style-type: none"> Co-founder, Managing Director and CEO Co-founder & CEO Empired (ASX:EPD) & Sensear
	Mr David Cannington Executive Director	<ul style="list-style-type: none"> Co-founder, Executive Director and CMO 25+ years global sales and marketing experience
	Ms Kathryn Foster Non-Exec Director	<ul style="list-style-type: none"> Non-Executive Director 20+ years experience Senior Director of Microsoft managed 232 geographies for xBox
	Mr David Buckingham Non-Exec Director	<ul style="list-style-type: none"> Non-Executive Director Former CEO of ASX200 companies iiNet and Navitas

Advisory Board: Nuheara has an advisory board, comprising **Mr Joel Beilen** (Chief Advisor – Audiology, Ex-Sivantos, Siemens), **Mr Brian Hall**, VP Marketing Google Cloud (Ex Amazon Web Services, Microsoft, Doppler Labs) and **Mr Tommy O'Dell**, GM of Date Science Sportsbet (Ex VP data & Analytics VGW)

Executive Team

	
Chief Executive Officer Mr Justin Miller	Chief Financial Officer Ms Jean-Marie Rudd
	
Chief Product Officer Dr. Alan Davis	Chief Marketing Officer Mr David Cannington
	
Chief Innovation Officer Mr Nick O'Loughlin	Chief Operations Officer Ms Michelle Halle
	
	Chief Revenue Officer Mr John Luna

Company Details

ASX Ticker	NUH
Ordinary Shares on issue (m)*	1,726
Unlisted Options (m)	76.3
Share Price \$ (AUD) 6 Dec 2021	0.02
Market Capitalisation \$m (AUD)	34.5
Cash \$m (AUD) 30 Sep 2021	3.7