



NUHEARA

Hear that sound

Nuheara Limited
Annual General Meeting

14th October 2021



Agenda

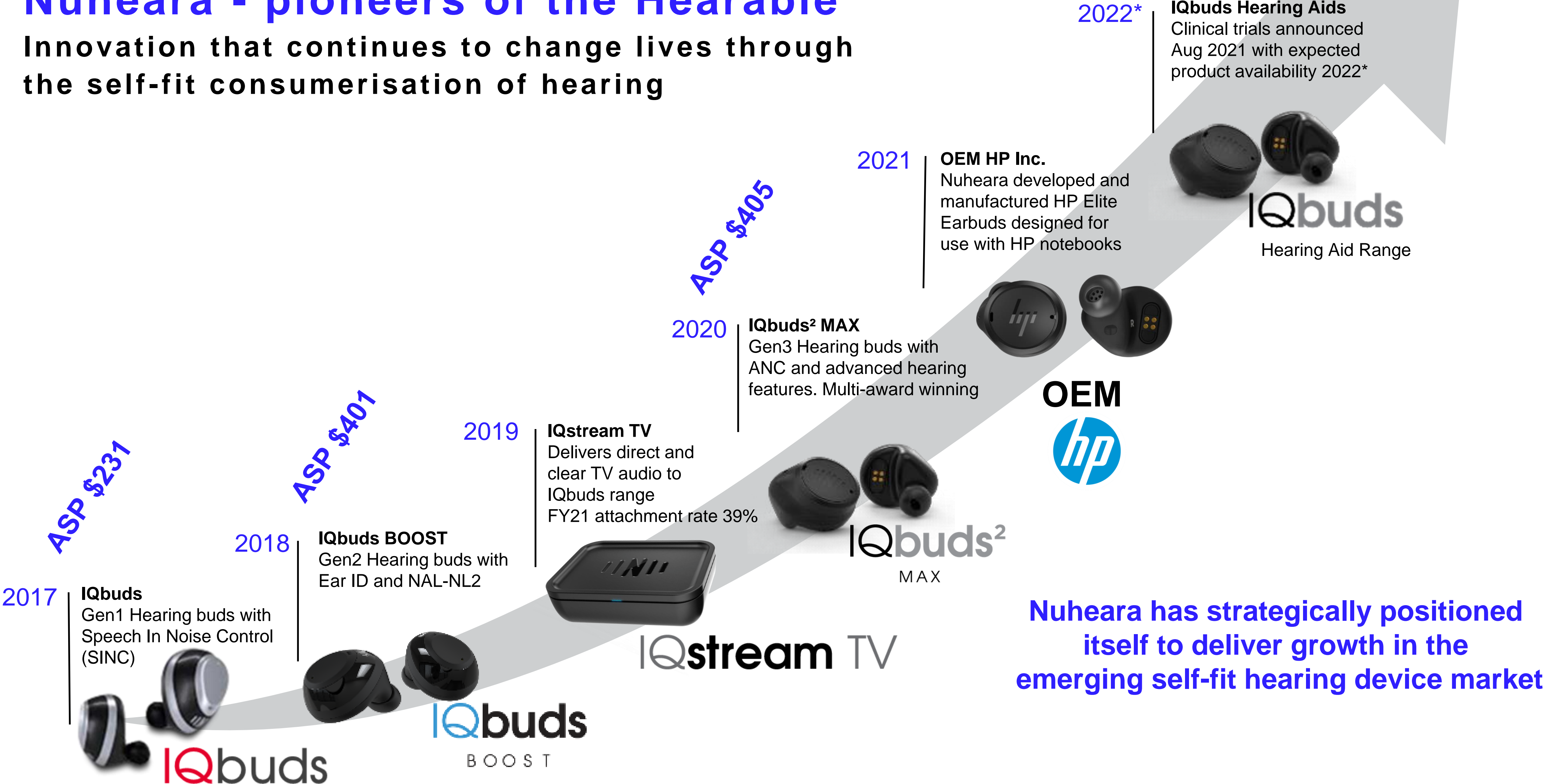
01 Self-fit hearing pioneers - doing what we said we would do in FY21 03

02 Growth Strategy - Where to in FY22 09



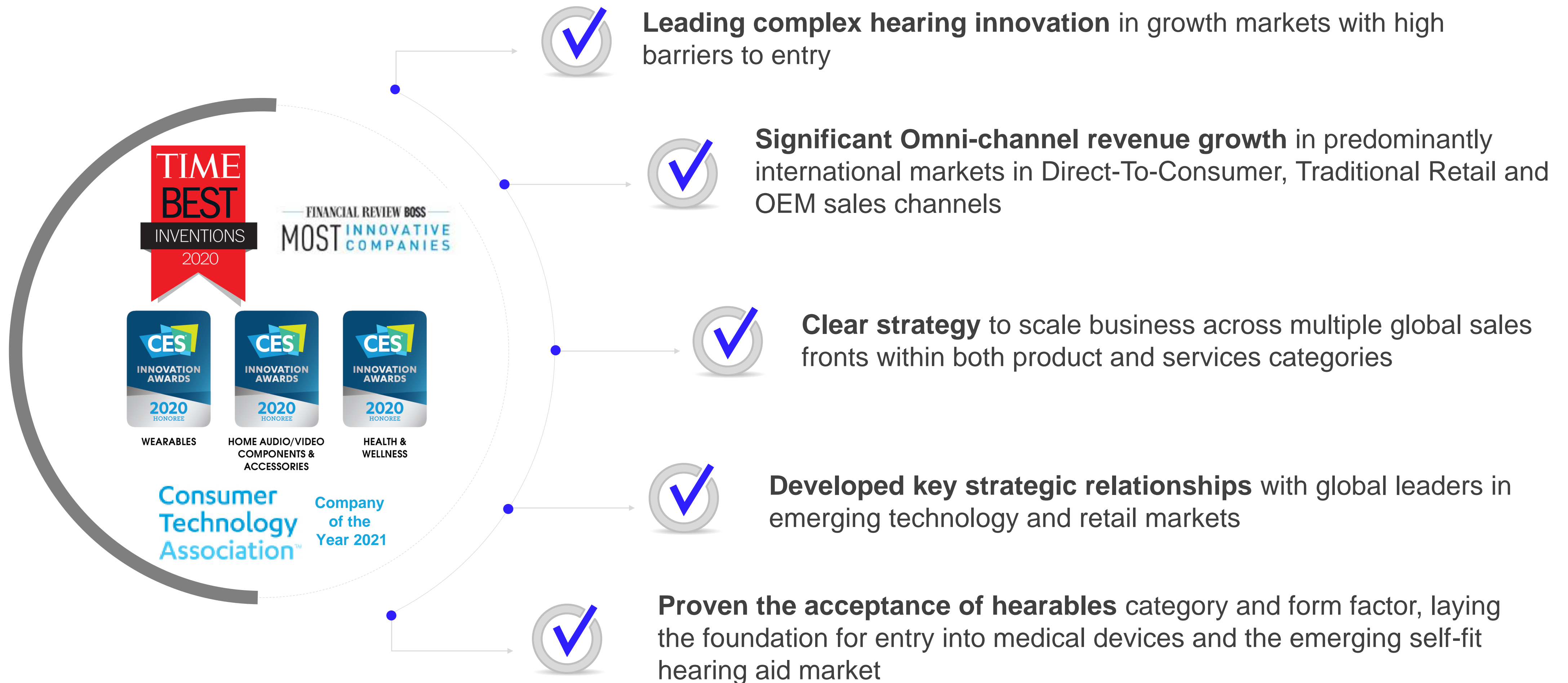
Nuheara - pioneers of the Hearable

Innovation that continues to change lives through the self-fit consumerisation of hearing



Strengthened our self-fit hearing market position

FY21- Breakout global growth in a challenging year

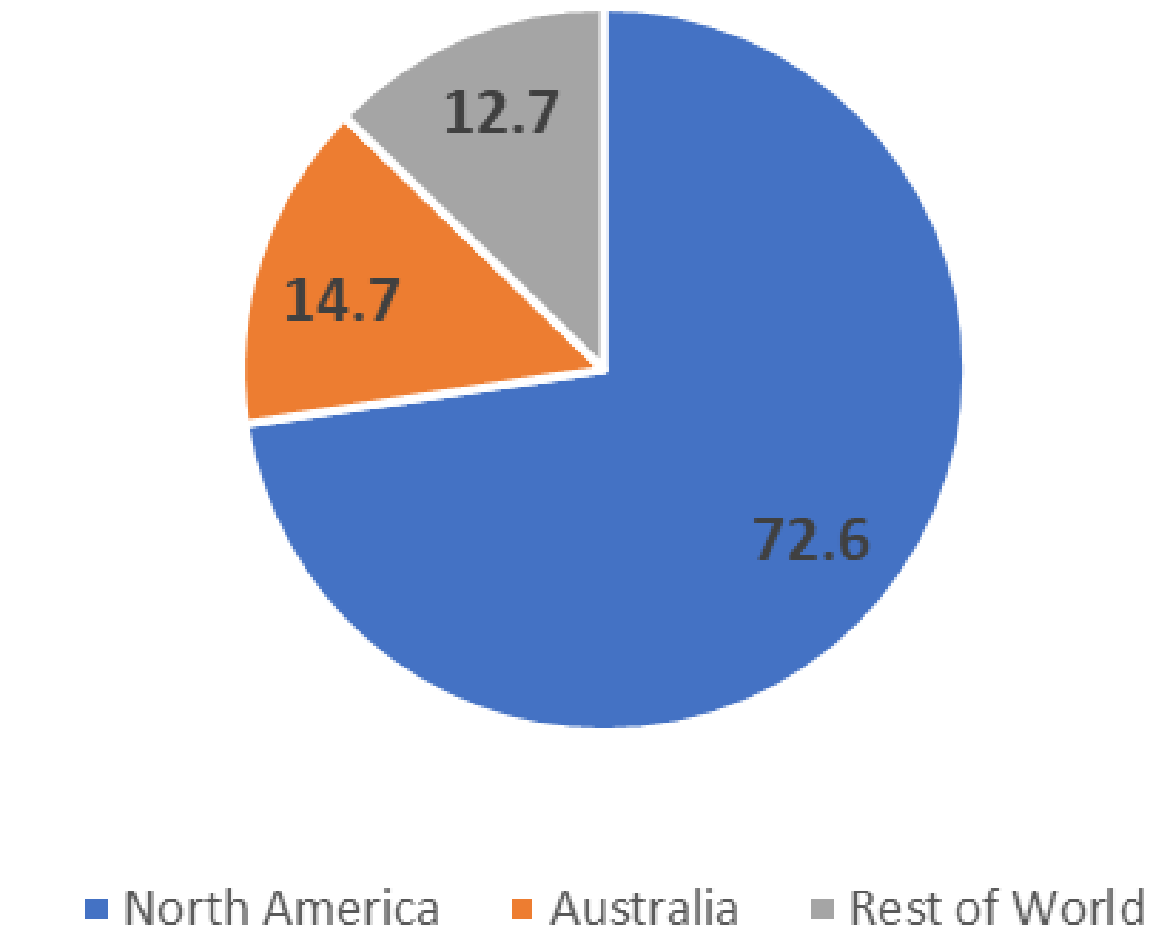


FY21 sales up 517% on FY20

Omni-channel sales strategy delivers substantial growth

- ✓ Strong global growth with 85% of all sales being international
- ✓ Highly successful DTC sales campaigns have driven strong North America growth
- ✓ First shipment of Nuheara co-developed and manufactured Elite Wireless Earbuds to HP
- ✓ Recovery commences in traditional brick and mortar sales channel
- ✓ Preparing to further scale as a medical device company, with clinical trials of self-fit hearing aids in earbud form factor

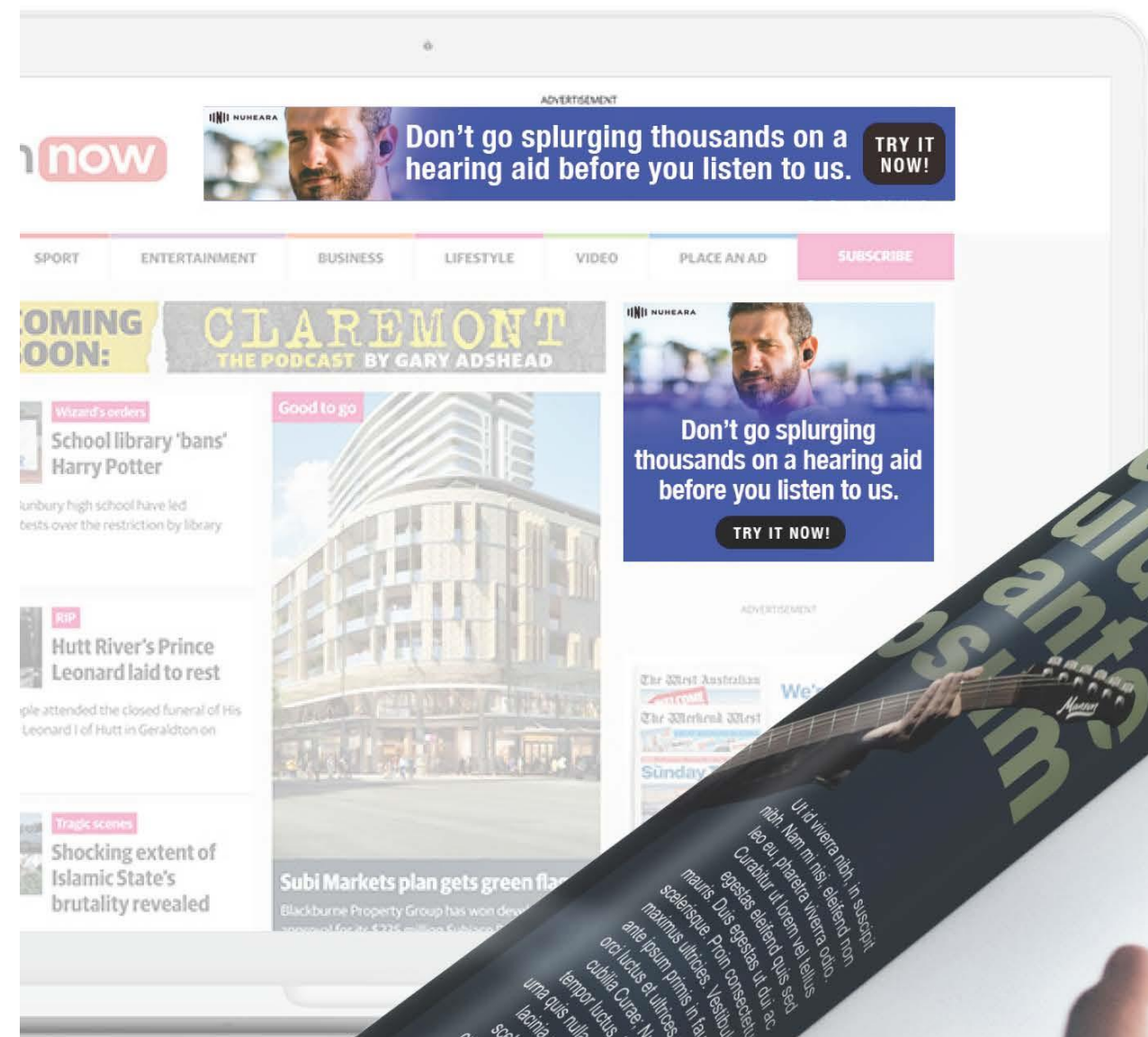
Invoiced Sales by Region (%)



Raising Nuheara's awareness

Marketing driving global adoption

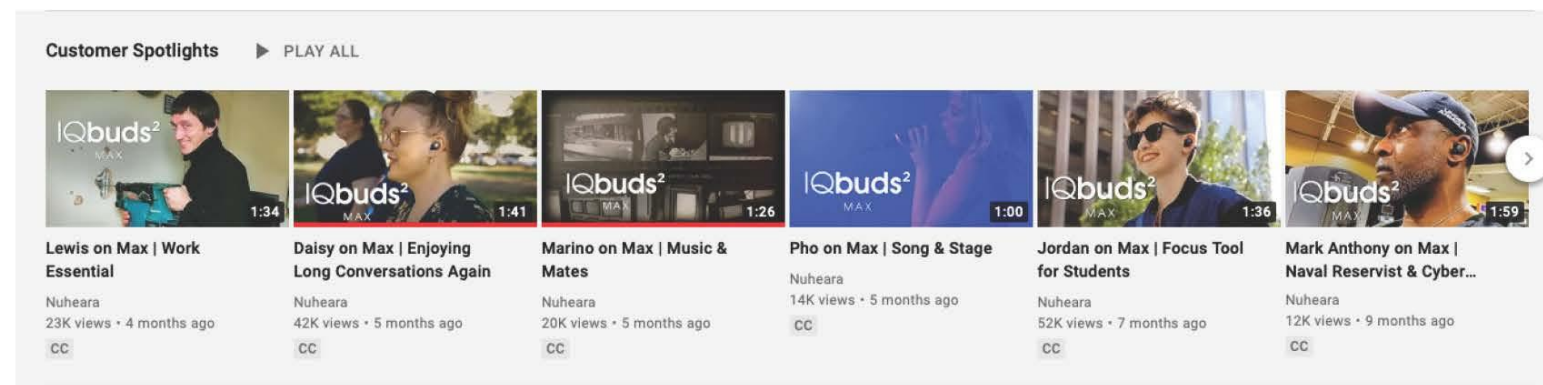
DIGITAL



GLOBAL INNOVATION AWARDS



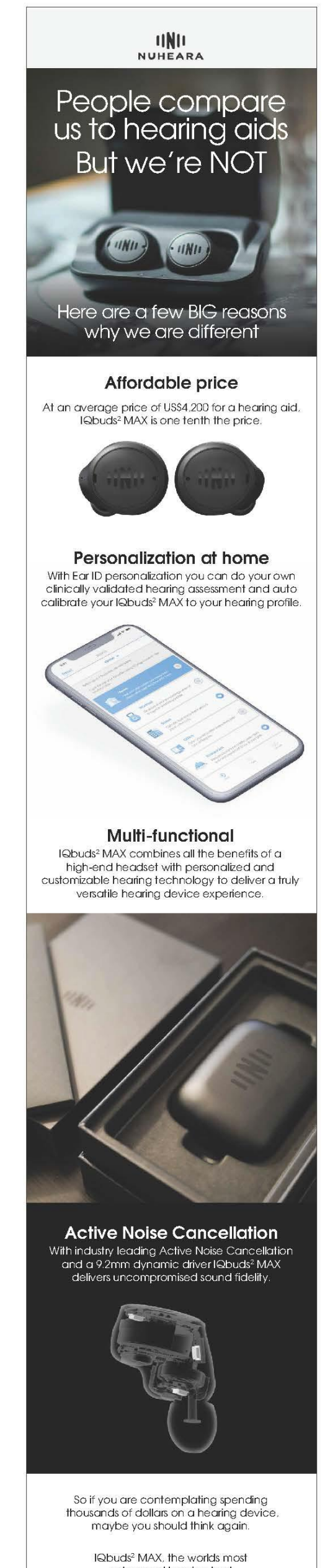
CUSTOMER SPOTLIGHT VIDEOS



TV AND VIDEO ON DEMAND

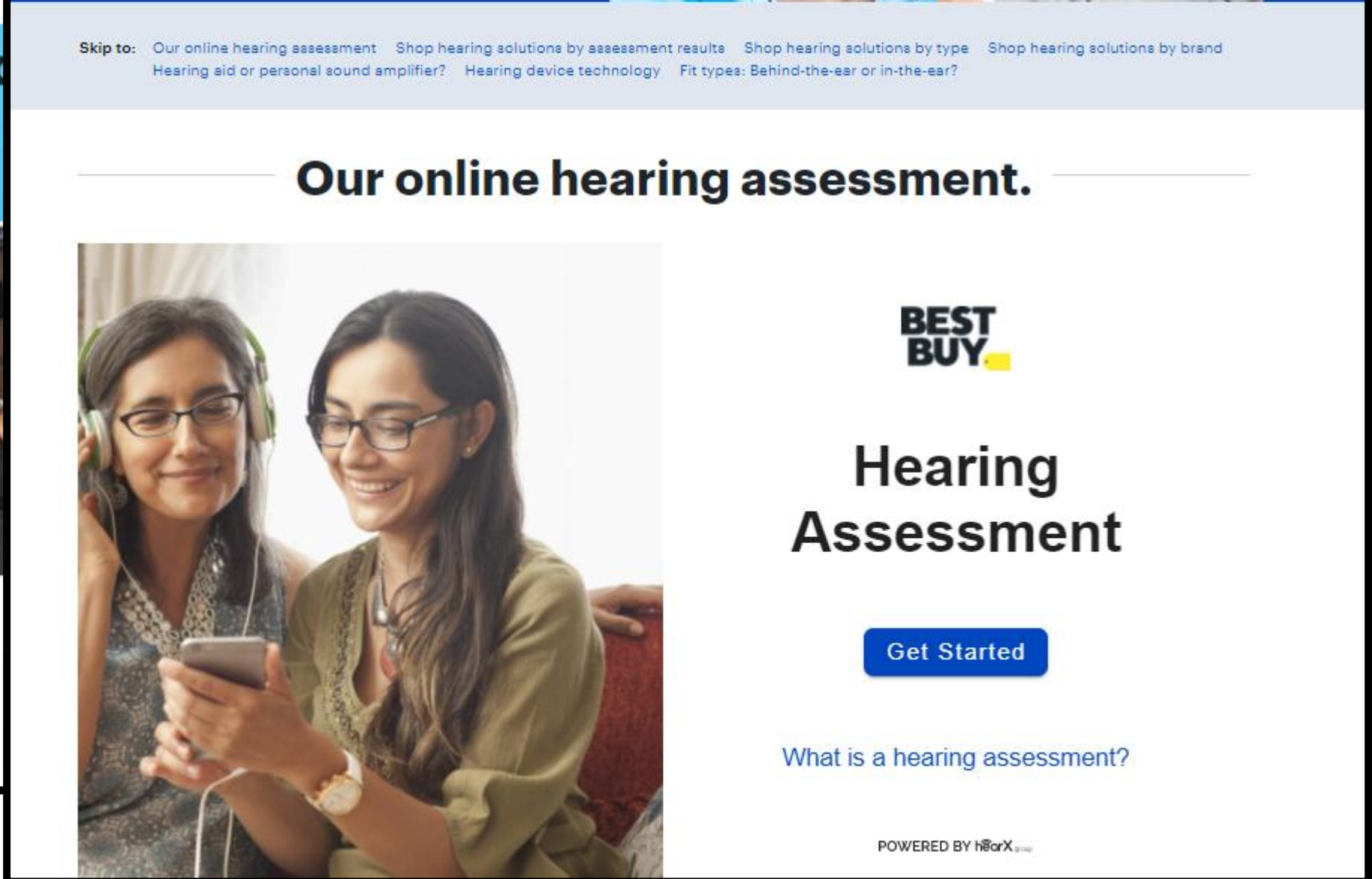
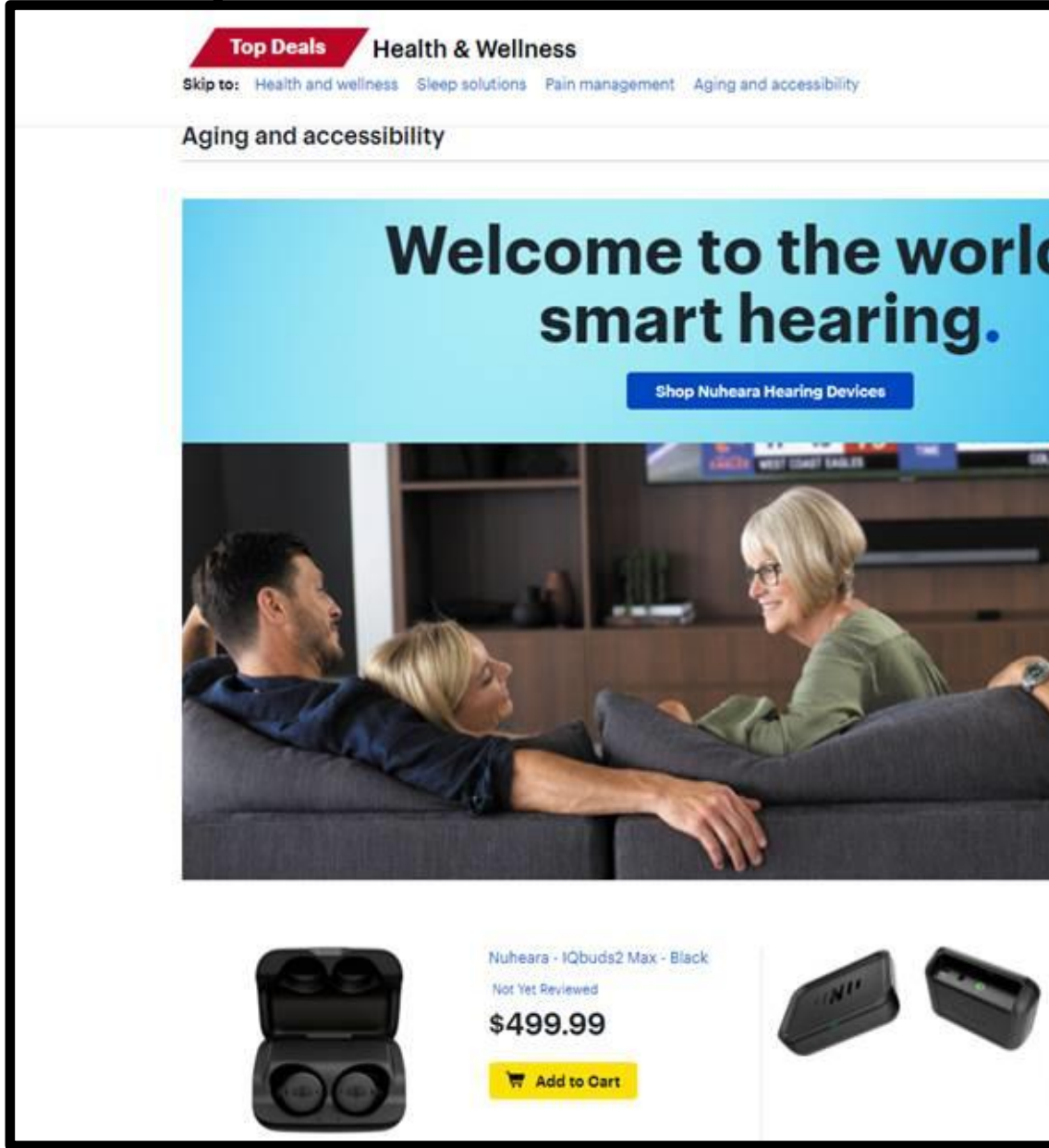
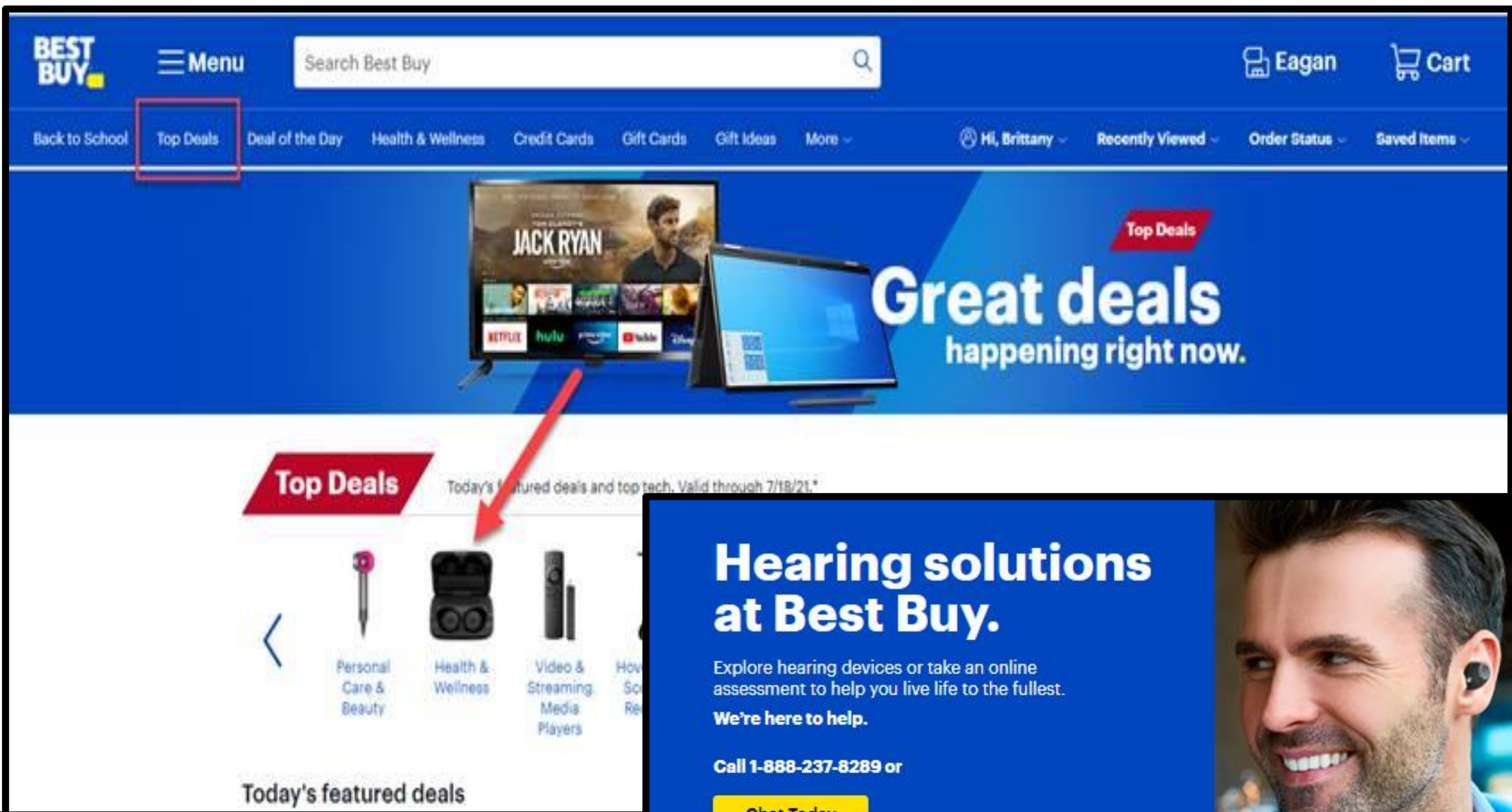


EMAIL MARKETING



Online sales has driven growth, with traditional retail on the rise

- ✓ Direct To Consumer (DTC) sales mainstay of IQbuds² MAX global growth (www.nuheara.com)
- ✓ Traditional retail partners improving on-line sell through
- ✓ Brick-and-Mortar showing green shoots of recovery as store-based retail sales return
- ✓ Best Buy has 5 Year “Hearing Retail” journey with Nuheara
- ✓ Best Buy new “Hearing Solutions” category launched last week
- ✓ Hearing is becoming a mainstream retail category



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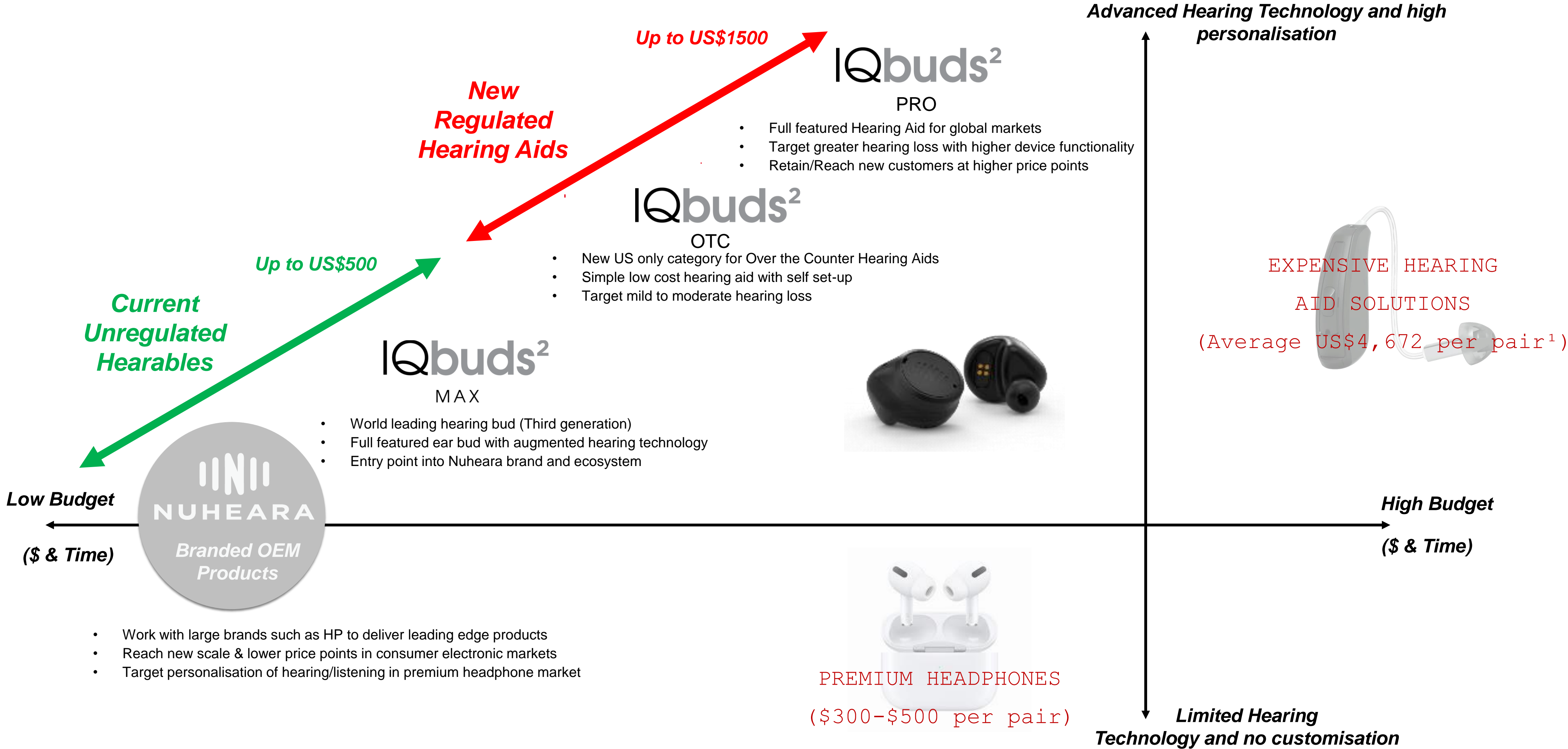
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Smart Hearing with Hearables and Hearing Aids

Deliver self-fit hearing devices, with features tailored to varying consumer needs, across increasing price points



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



Breaking down the barriers to hearing device adoption

Nuheara and its retail partners are addressing the significant limitations



Traditional Hearing Aids

✗ High Stigma

- Attempting to hide device
- Unattractive
- Older clientele (average 72 years)

✗ High Cost

- Average cost US \$4,672 per pair

✗ Highly inconvenient

- Disempowering process
- Time consuming clinic visits

✗ Non-scalable

- Lack of trained dispensers to meet fitting and servicing needs

Self-fit Hearing Buds

✓ Low Stigma

- Look like younger crowd
- Stylish
- Younger clientele (Nuheara average 53 years)

✓ Low Cost

- Sub US \$1,000 per pair

✓ Highly convenient

- Self help, empowering process
- Home delivered
- DTC or mainstream retail

✓ Highly scalable

- Use of technology to automate audiological process and reach many



Key Priorities for 2022FY

- ✓ 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
- ✓ New hearing aid product developments, backed by new regulation, to broaden hearing customer reach and maximise sales opportunities
- ✓ Gain consistent returns from the diversified revenue streams offered by each of the omni sale channel pillars



CHANGING THOUSANDS OF LIVES AROUND THE WORLD

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THANK YOU

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