



Consumer Technology Association Company of the Year 2021

Recognized as a hearables pioneer

Since Nuheara was founded in 2016, the Consumer Technology Association has been an important and valuable partner to Nuheara.

CES 2017 launched the original IQbuds and Nuheara won two CES Innovation Awards. Since then, Nuheara has introduced new generations of IQbuds at CES 2018 and 2019, then at CES 2020 IQbuds² MAX won three additional CES Innovation Awards.

Because CES has been such an important part of Nuheara's journey, it is with sincere regret that Nuheara will not be hosting a booth on the floor in 2022, as planned. Unfortunately, due to border restrictions in the state of Western Australia where we are based, the Nuheara team cannot travel to the USA. However, we will be hosting a suite where our Chief Revenue Officer, John Luna, will be conducting meetings.

Please contact **John at john.luna@nuheara.com** to schedule a time during the show.



Nuheara: The Consumer Technology Association "Company of the Year" 2021

Being recognized as the CTA Company of the Year 2021 is a great honor for the Nuheara team. It caps off what has been another exciting year for Nuheara.

According to Justin Miller Cofounder & CEO Nuheara "After reporting an outstanding year of growth in FY21 that saw revenues increase 517%, what better way to be recognised for our performance than have the world's leading consumer technology organization name Nuheara as their 'Company of the Year' 2021."

"With a lean operating model, we punch far above our weight in terms of product innovation, and this award is a testament to the talent and dedication of all our team as we strive to improve the quality of life for customers through improved hearing experiences"





Why Nuheara is recognized as an industry pioneer and disruptive company.

Since its inception in 2015, Nuheara has been responsible for cutting edge innovation in the hearables segment. As one of the first companies to introduce “augmented hearing” in a truly wireless earbud, Nuheara has gone on to achieve significant milestones over the last seven years:

- 2015 – Nuheara is founded
- 2016 – IQbuds™ Indiegogo Campaign – Raised \$1M
- CES 2017 – IQbuds™ launched - Winner 2 x CES Innovation Awards
- CES 2018 – IQbuds™ BOOST and Ear ID™ launched
- CES 2019 – IQstream™ TV
- CES 2020 – IQbuds™ 2 MAX launched – Winner of 3 x CES Innovation Awards
- 2021 – Winner CTA Company of the Year
- 2022 – The Year of Hearing Health Disruption

The FDA announcement of the OTC Hearing Aid Proposed Rules, in October 2021, means that 2022 will be a year of significant change for the hearing health industry in the USA as it will give both the industry and consumers the ability to purchase hearing aids without the involvement of a professional.

Nuheara is prepared to make the most of this opportunity as it progresses towards the launch of our first hearing aid in 2022 pending FDA clearance.

According to Justin Miller “We are very pleased with the excellent progress Nuheara has been making with its clinical trial and successful completion of the biocompatibility testing. These are important milestones on our planned path to FDA 510(K) submission, which remains on target for the first quarter of 2022.”

“With regulatory changes being implemented to the hearing sector in the US, we have a company-defining and vast opportunity to expand into medical devices in advance of future Over the Counter (OTC) hearing aid products and sales in the US. The proposed and pending FDA OTC Regulations are expected to be enacted in late 2022, and the work we are doing now to support regulatory approved hearing aids will allow Nuheara to reach and service the approximately 38 million American adults who report some level of hearing difficulty¹.”

Meet Nuheara at CES 2022

For an appointment, please contact **John Luna, Chief Revenue Officer at john.luna@nuheara.com** or message him within the CES 2022 show app via chat or connections from January 4th -9th in Las Vegas or via the virtual registration chat.

Nuheara is sold via ecommerce and retail partners globally and we are always looking to increase our distribution footprint.

www.nuheara.com