

# ASX Announcement

Release Date: 16 February 2023

## Nuheara commences mass production of HP Hearing PRO with shipping expected this month

**PERTH, AUSTRALIA:** Medical device and consumer electronics manufacturer, Nuheara Limited (**ASX:NUH**) (**Company** or **Nuheara**) is pleased to announce the expected first shipment of its HP Hearing PRO hearing aids prior to the end of this month, having commenced the mass production phase for this hearing aid.

Over the past three months, Nuheara has:

- Achieved US FDA clearance for the world's first self-fit over-the-counter (OTC) hearing aid<sup>1</sup>
- Obtained ISO 13485 medical device quality system certification for the Design and Development, Production, and Distribution for hearing aids<sup>2</sup>
- Launched HP Hearing PRO to great acclaim at CES in Las Vegas, with substantial interest from, and multiple discussions with, US retailers, OEMs and healthcare providers as a result<sup>3</sup>
- Completed all necessary pre-production manufacturing runs for the HP Hearing PRO
- Commenced mass production phase of the HP Hearing PRO
- Confirmed that the Company expects first shipment of the HP Hearing PRO to the US.

### Nuheara Co-founder & Managing Director Justin Miller said:

"We are incredibly excited to have now entered mass production and will shortly see the first shipment of our world-first self-fit over the counter hearing aids to the US. Having built a strong back-order book of sales, we are looking forward to seeing our hearing aids on US retail shelves and growing revenues.

"With OTC Hearing Aids a new substantial retail category in the US covering 38 million people, retailers and other healthcare providers in that market responded very positively to our launch of the HP Hearing PRO last month at CES 2023 in Las Vegas. With first shipment about to occur, we have been busily acting on this interest and look forward to providing further updates on the expansion of our US retail footprint."

-ENDS-

<sup>1</sup> ASX Announcement: Nuheara receives historic FDA clearance for self-fitting OTC hearing aid and launches HP Hearing Pro 31 Oct'22

<sup>2</sup> ASX Announcement: Nuheara achieves international medical device quality certification 17 Nov'22

<sup>3</sup> ASX Announcement: Quarterly Activities Report, 31 Jan '23

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**ABOUT NUHEARA**

Nuheara is a global leader in smart hearing technology which change people's lives by enhancing the power to hear. As a global pioneer in Hearable products, Nuheara developed proprietary, multi-functional, personalised intelligent hearing devices that augments a person's hearing. Nuheara is headquartered in Perth, Australia and was the first consumer wearables technology company to be listed on the Australian Securities Exchange (ASX). The Company also has a USA office located in Seattle, Washington.

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 hearable the IQbuds<sup>2</sup> MAX.

In 2021, Nuheara transformed its operations to include medical device manufacturing for its hearing aid products to meet global demand for mild to moderate hearing loss. Nuheara products are now sold Direct to Consumer (DTC) and in major consumer electronics retailers, professional hearing clinics, pharmacies, and speciality retailers 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. For further information, please visit <https://www.nuheara.com/>.