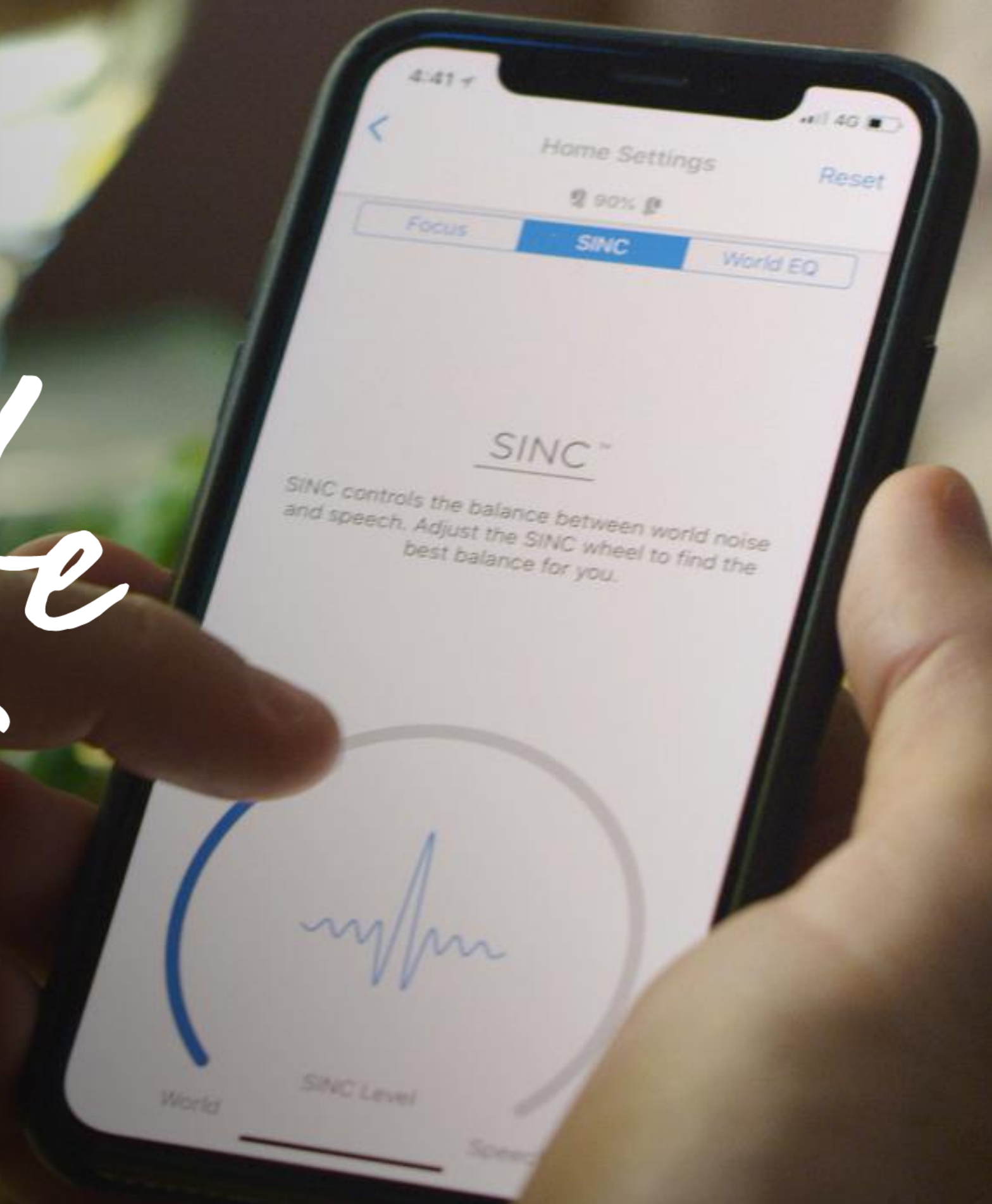




Hear's to Life



INVESTOR UPDATE BRIDGING THE HEARING CHASM

JUSTIN MILLER
CEO & CO-FOUNDER

OCTOBER 2018

DISCLAIMER

This presentation has been prepared by Nuheara Ltd (“Nuheara”). The information contained in this presentation is a professional opinion only and is given in good faith. Certain information in this document has been derived from third parties and though Nuheara has no reason to believe that it is not accurate, reliable or complete, it has not been independently audited or verified by Nuheara. Any forward-looking statements included in this document involve subjective judgement and analysis and are subject to uncertainties, risks and contingencies, many of which are outside the control of, and may be unknown to, Nuheara. In particular, they speak only as of the date of this document, they assume the success of Nuheara’s strategies, and they are subject to significant regulatory, business, competitive and economic uncertainties and risks.

Actual future events may vary materially from the forward-looking statements and the assumptions on which the forward-looking statements are based. Recipients of this document (Recipients) are cautioned to not place undue reliance on such forward-looking statements. Nuheara makes no representation or warranty as to the accuracy, reliability or completeness of information in this document and does not take responsibility for updating any information or correcting any error or omission which may become apparent after this document has been issued.

To the extent permitted by law, Nuheara and its officers, employees, related bodies corporate and agents (Agents) disclaim all liability, direct, indirect or consequential (and whether or not arising out of the negligence, default or lack of care of Nuheara and/or any of its Agents) for any loss or damage suffered by a Recipient or other persons arising out of, or in connection with, any use or reliance on this presentation or information.

This presentation is not an offer, invitation, solicitation or recommendation with respect to the subscription for, purchase or sale of any security, and neither this presentation nor anything in it shall form the basis for any contract or commitment whatsoever.

All amounts in Australian dollars unless stated otherwise.






HEAR'S TO.... OUR COMPANY

COMPANY DETAILS

ASX Ticker	NUH
Ordinary Shares on issue (m)*	891.5
Unlisted Options (m)	89.0
Share Price A\$ (30 Sep 2018)	0.083
Market Capitalisation (A\$m)	74.0
Debt - A\$m (30 Jun 2018)	-
Cash - A\$m (30 Jun 2018)	8.4
Shareholders & Groups	
Total Shareholders	4,194
Top 20 Shareholders	38.6%

- Listed on ASX March 2, 2016 @ 2.5c per share
- Co-located in Perth, Australia and San Francisco, USA
- Substantial shareholder: Farjoy Pty Ltd (7.9%)

BOARD OF DIRECTORS

 <p>Mr Justin Miller Executive Chairman 63.1m shares (7.1%)</p>	<ul style="list-style-type: none"> ▪ Co-founder, Managing Director and CEO ▪ Co-founder & CEO Empired (ASX:EPD) & Sensear
 <p>Mr David Cannington Executive Director 63.1m shares (7.1%)</p>	<ul style="list-style-type: none"> ▪ Co-founder, Executive Director and CMO ▪ 25+ years global sales and marketing experience
 <p>Ms Kathryn Foster Non-Exec Director nil shares</p>	<ul style="list-style-type: none"> ▪ Non-Executive Director ▪ 20+ years experience Senior Director of Microsoft managed 232 geographies for xBox

Nuheara Advisory Board

- Mr Joel Beilin (Chief Advisor – Audiology)
- Mr Bruce Borenstein (Chief Advisor – Consumer Electronics)



HEAR'S TO... VALUES AND VISION

Nuheara exists to **change lives** by enhancing the **power to hear**; to transform the way people hear by creating **smart hearing solutions** that are both **accessible and affordable.**



HEAR'S TO... OUR ACHIEVEMENTS



From prototype to \$millions revenue

From the delivery of Nuheara's first IQbuds™ prototype in January 2016, to the first shipment in January 2017, the company has grown global sales to \$4m revenue for the 12 month period 2018FY (\$2.4m 2017FY). The launch of Nuheara's second product IQbuds BOOST in May 2018 now provides much potential upside for the company in 2019FY.



Global retail channel expansion

From 40 retail outlets in July 2017 to more than 1500 diversified global sales outlets today, with major brick & mortar and online retailers that encompass consumer electronics, hearing, and optical across the USA, Europe, Middle East and Asia



Affordably solving global hearing needs

- Nuheara is providing hearing solutions to consumers that are not being serviced with traditional hearing devices.
- 10-12% of the world's population have a mild to moderate hearing loss. Of these, less than 10% have purchased any hearing assistance.
- Overcoming price, stigma, accessibility and functionality issues are major factors in purchase.



Creating a new category – Smart Hearing

- Nuheara is an innovator that has moved well beyond the engineering of wireless earbuds.
- As a global leader in Smart Hearing, we are creating a complete hearing ecosystem designed to serve a multitude of hearing healthcare needs of a global market, with potentially hundreds of millions of users.
- With a connected ecosystem of upgradeable devices, accessories and software.



HEAR'S TO...A HEARING INSIGHT

THE HEARING STATS THAT MATTER

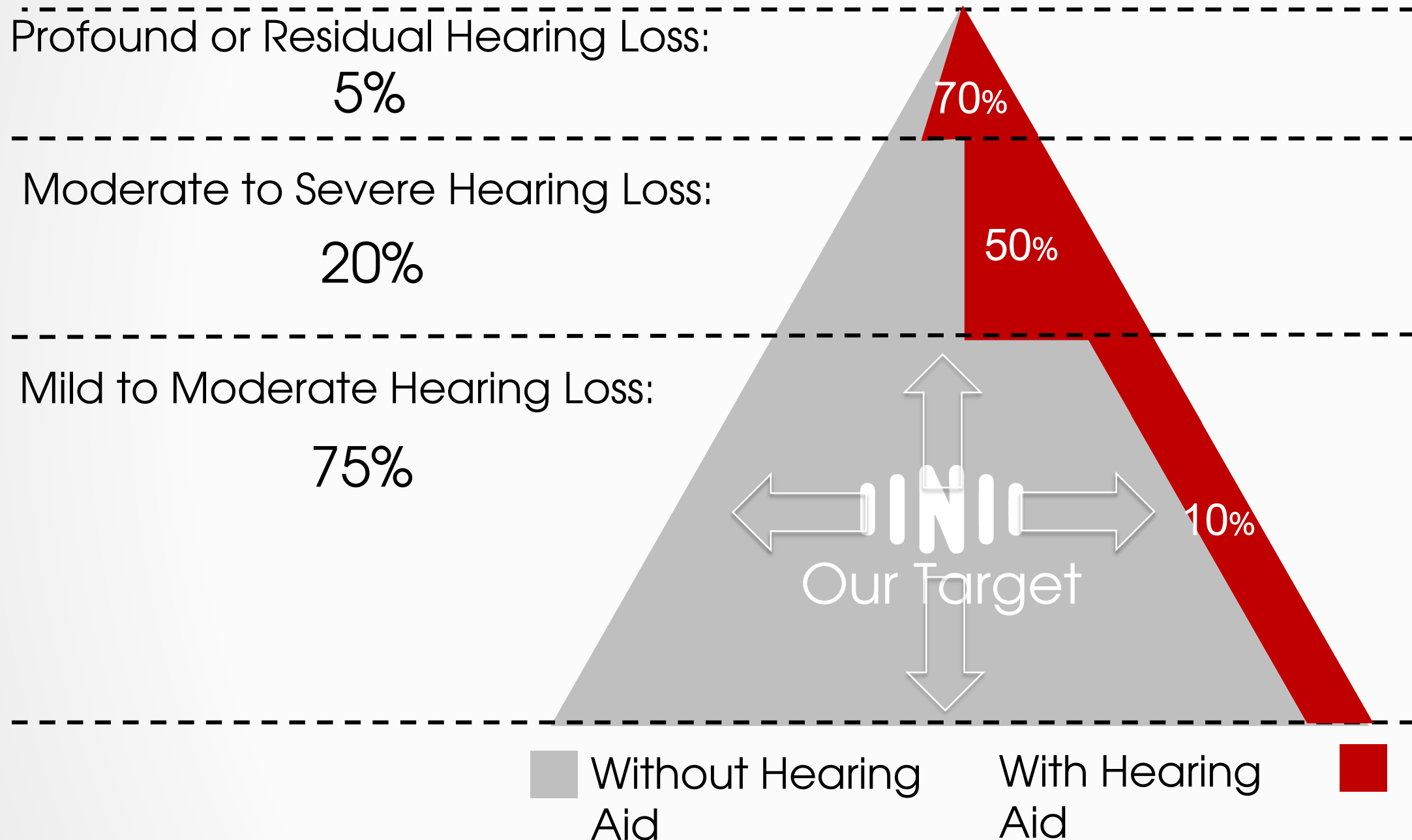
- 15% of all adults worldwide have some degree of hearing loss
- Estimated 86% of people with hearing loss that could benefit from a hearing aid do not get them, primarily due to high cost
- Average cost of mid range digital hearing aid is \$7,000 pair (up to \$14,000 for top on the line)
- The median age of a hearing aid user (with moderate to profound loss) is 72 years
- Average age users start to loose hearing is 35 years
- On average, a hearing aid users wait 7-10 years after diagnosis before purchasing



HEAR'S TO... OUR TARGET MARKET

SERVICING THE UNDER-SERVICED

Total hearing loss market - segmented by degree



High Penetration rate and Strong Success

Hearing Aids are very successful at high levels of hearing loss and where the customer requires professional service expertise and judgement, However, they are unsuccessful everywhere else, despite there being many more people who could benefit.

Very Low Penetration rate

Hearing Aids (or hearing devices) can offer benefits for users in the Mild to Moderate segment but many don't take them up.

Approximately 30+ million Americans have mild to moderate hearing loss and have yet to purchase any hearing assistance



HEAR'S TO.... OUR EXPANDING PLATFORM

A RANGE OF PRODUCTS TO SUIT DIFFERENT HEARING NEEDS AND BUDGETS

Live^{IQ}



*Quarter 4, 2018
Progression to DVT
With possible OEM
opportunities*

IQbuds
CLASSIC



Intelligent True Wireless Earbuds
With SINC™ World Control

*Released
January 2017*

IQbuds
BOOST



Intelligent True Wireless Earbuds
With SINC™ & Ear ID™ Personalization

*Released
May 2018*

IQbuds
MAX



Maximum intelligence and
personalization

*Coming in 2019!
Added features with more
advanced processing and
hearing functionality*

Entry level

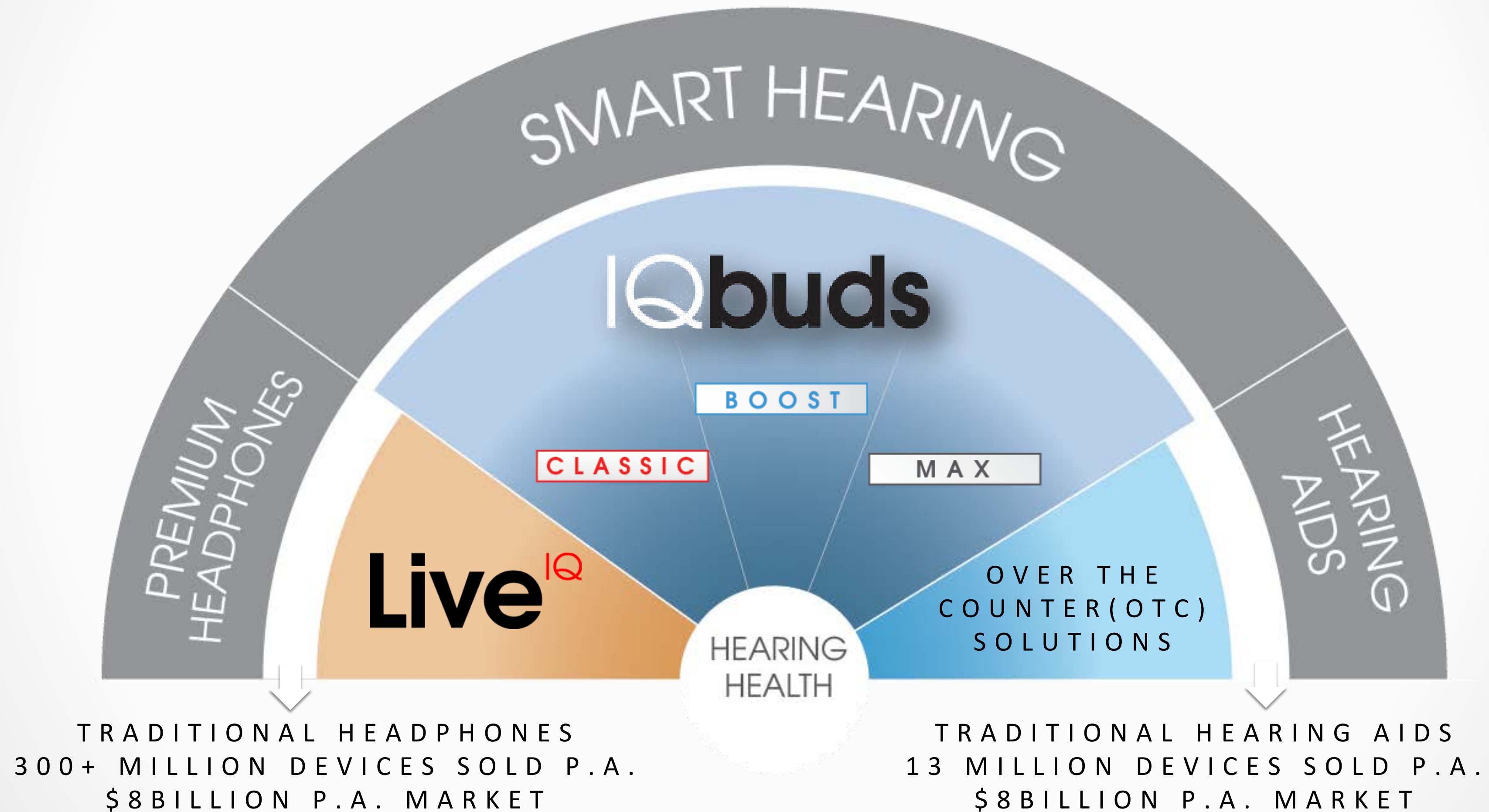
Scaling price points and features

Advanced



HEAR'S TO... SMART HEARING

A NEW CATEGORY OF AFFORDABLE & ACCESSIBLE HEARING DEVICES



HEAR'S TO... SMART HEARING

THE OPPORTUNITY TO PROVIDE A COMPLETE HEARING ECOSYSTEM



HEAR'S TO...SMART HEARING

IS IT THE NEXT MULTI-BILLION DOLLAR HEARING CATEGORY?

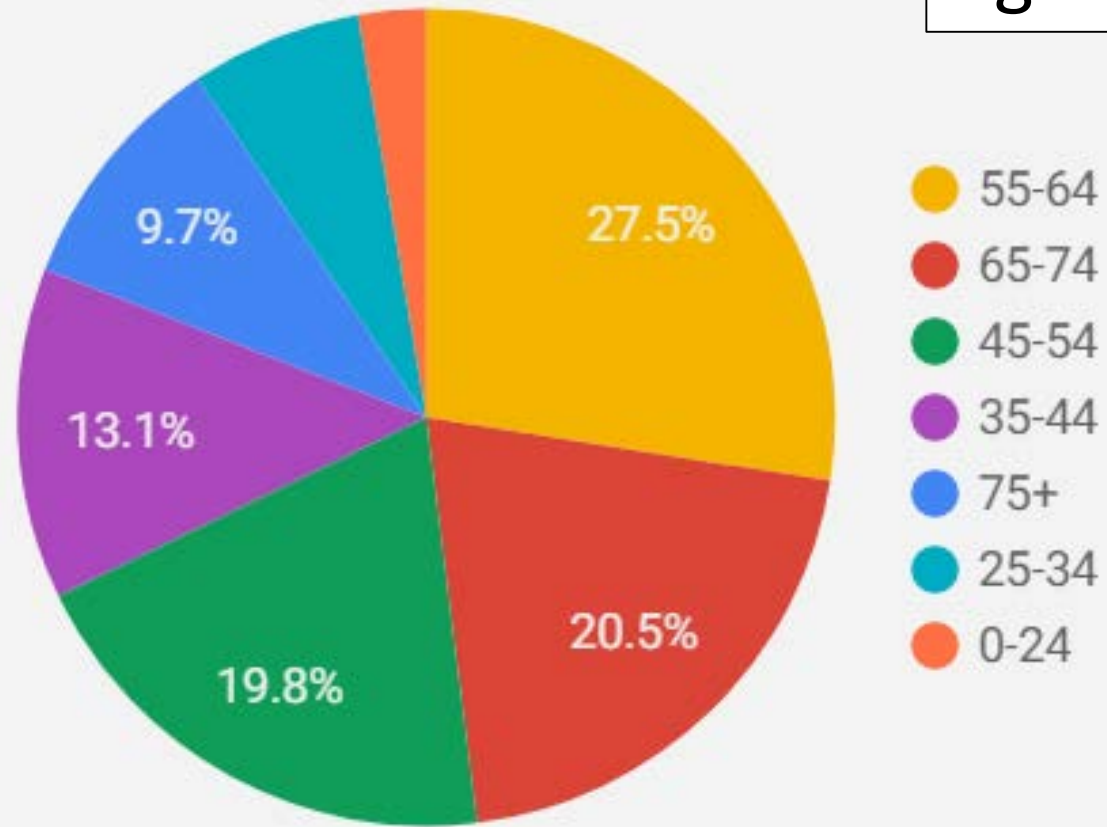
Item	Assumptions	
	Low	High
Market Penetration Potential	30%	50%
US Population with mild to moderate loss	36,000,000	36,000,000
Addressable US population with mild/moderate hearing loss	10,800,000	18,000,000
Unit Average Selling Price (ASP)	\$300	\$300
Revenue potential	\$3,240,000,000	\$5,400,000,000
Hardware Purchase period or cycle (years)	3	3
Revenue potential - annual	\$1,080,000,000	\$1,800,000,000
<hr/>		
25% compound sales to customers with good hearing	\$360,000,000	\$600,000,000
15% attachment rate for accessories	\$216,000,000	\$360,000,000
\$60 per user for software (annual) - \$5 per month	\$864,000,000	\$1,440,000,000
<hr/>		
Total US Market Potential Opportunity p.a.	\$2,520,000,000	\$4,200,000,000
With US representing ~ 40% of total global market:		
Total Global Market Potential Opporuntity p.a.	\$6,300,000,000	\$10,500,000,000



HEAR'S TO....THE DATA

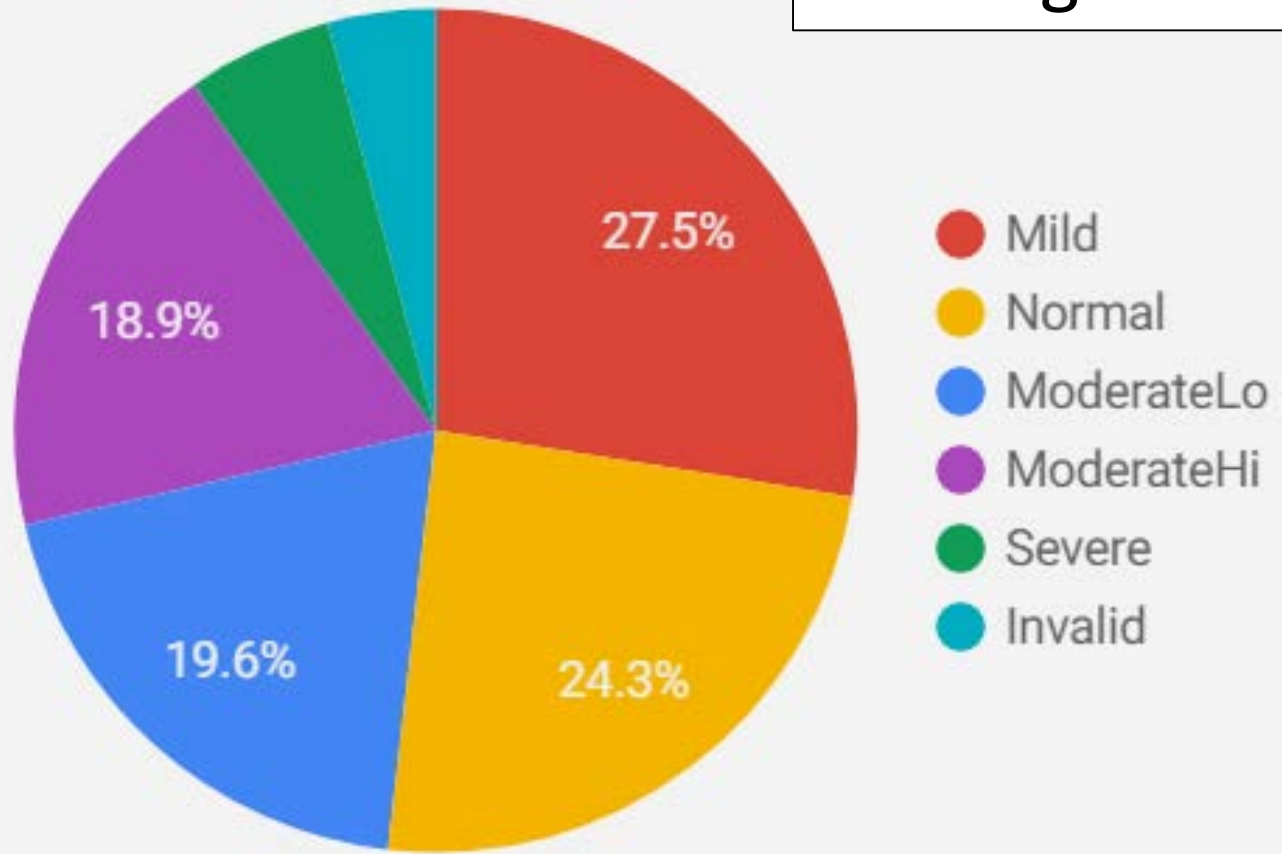
WE'RE ALREADY SEEING IQBUDS BOOST USER SUCCESS

Age Stats



Average age: 55.
70% of users <65

Hearing Loss Level



66% of users have mild to moderate hearing loss

24% of users have normal hearing



HEAR'S TO.... SATISFIED CUSTOMERS

★★★★★
REVIEW
OF THE DAY!

“
I love my new IQbuds BOOST, they really are like having superpowers! Highly recommend these.
-Neil K. 🇬🇧



★★★★★
REVIEW
OF THE DAY!

“
I received the BOOST buds with EarID and WOW - what a difference!
I can finally hear those high pitches that I missed most of my life.
-Terry B. 🇦🇺



★★★★★
REVIEW
OF THE DAY!

“
I'm able to control the sound in my environment. I can walk along the street comfortably where before loud trucks and vehicles were problematic. I can also manipulate sound in loud places so that I can hear myself as well as those around me. Thanks for such an innovative product!
-Karen C. 🇺🇸



★★★★★
REVIEW
OF THE DAY!

“
I am beyond amazed. I never knew the sounds I was missing until I put these in. Ear ID is PERFECT!
-Joshua F.



HEAR'S TO... REACHING THE CUSTOMER

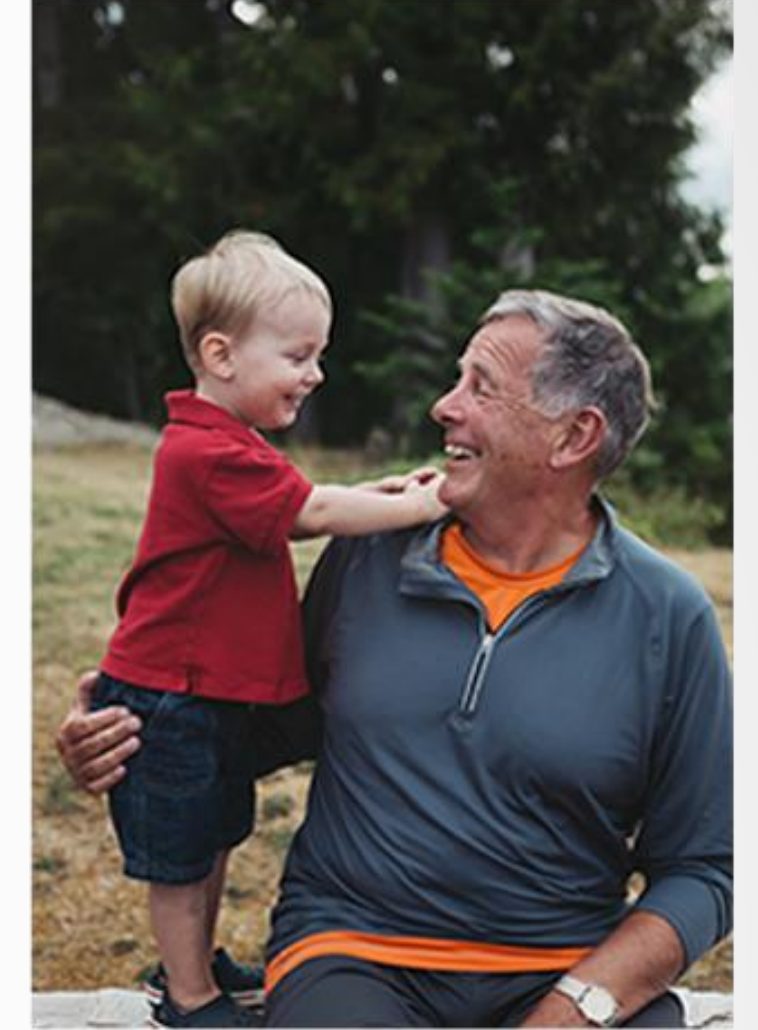
THE CHANGING HEARING HEALTHCARE RETAIL LANDSCAPE

- Traditional Consumer Electronics and Hearing retailers have afforded Nuheara with global opportunity.
- In store presence is now being refined to provide targeted consultative sales:
 - Best Buy is an example where Nuheara products now form part of an in-store Senior Technology category and display
- Optical chains are also providing major sales opportunities for Nuheara products with:
 - A consultative healthcare sales approach
 - Age intersection of customers needing both optical and hearing support
 - Stores being sophisticated and well positioned in high traffic shopping centres and strip malls
 - Major Italian Optical chain Vision Group an example by recently extending Nuheara trial from 50 to 300 stores (2500 total)

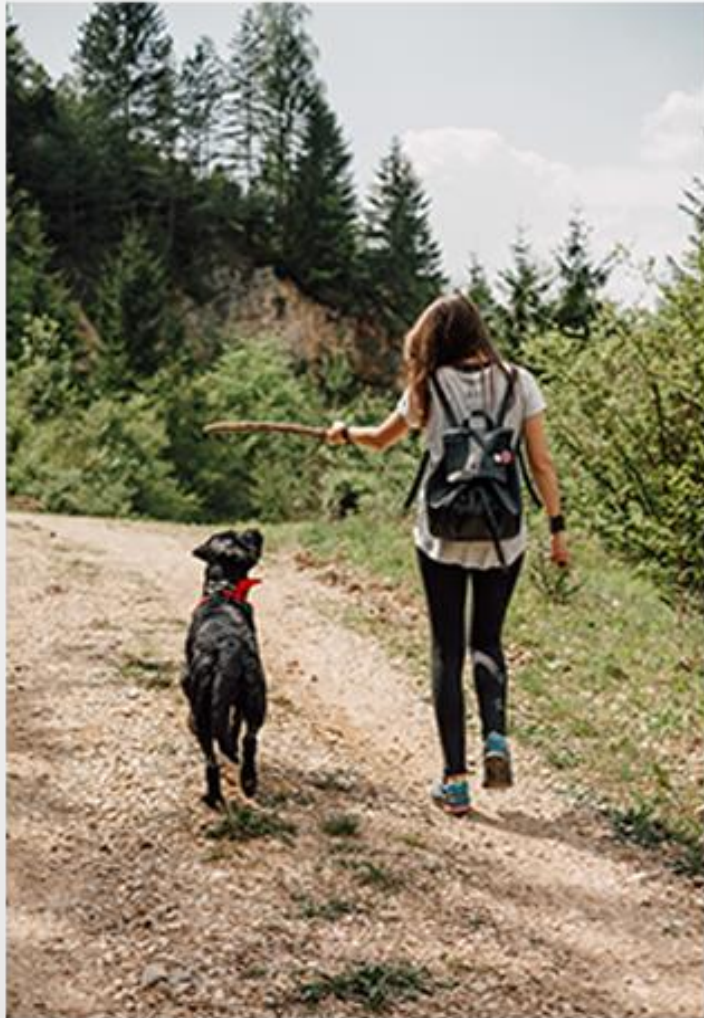


HEAR'S TO... BUILDING A BRAND

MULTIFACETED "HEAR'S TO LIFE" MARKETING CAMPAIGN – OCT 2018



Hear's to Life



HEAR'S TO... OUR EXECUTIVES

AN EXPERIENCED AND PASSIONATE TEAM



JUSTIN MILLER
CHIEF EXECUTIVE OFFICER



JEAN-MARIE RUDD
CHIEF FINANCIAL OFFICER



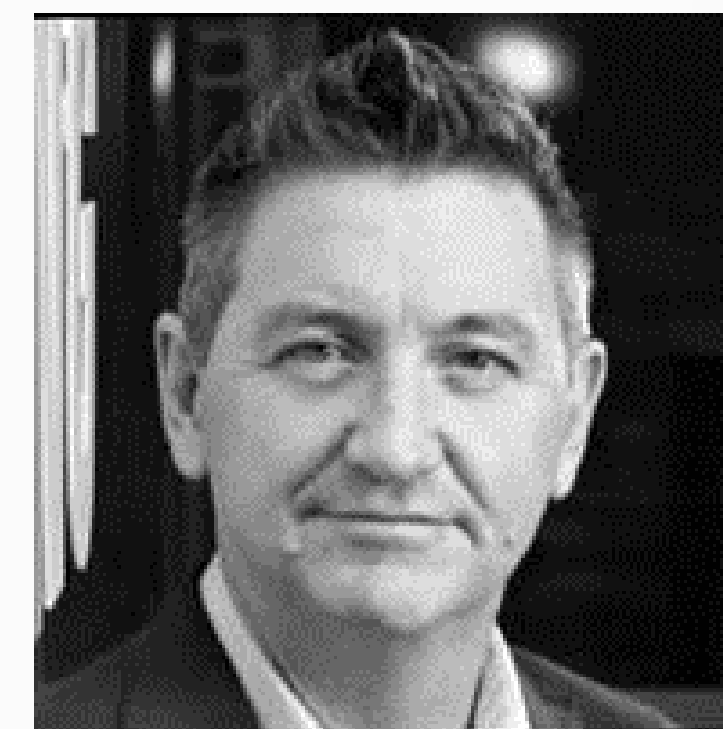
DAVID CANNINGTON
CHIEF MARKETING OFFICER



DR ALAN DAVIS
CHIEF PRODUCT OFFICER



DAVID WARD
CHIEF OPERATIONS OFFICER



PHILLIP NEWTON
CHIEF SALES OFFICER



HEAR'S TO... OUR ONGOING RESEARCH

NUHEARA'S COMMITMENT TO CHANGING LIVES

Children with Autism

Trial to understand the potential benefits of IQbuds usage with children on the Autism spectrum. Being conducted by The University of Melbourne



Children with Auditory Processing Disorder (APD)

Trial to understand the potential benefits of IQbuds usage with children diagnosed with APD. Being conducted by Ear Science Institute Australia.



HEAR'S TO.... OUR OPPORTUNITY

PROVIDE SMART, AND
AFFORDABLE HEARING
SOLUTIONS TO THE
PEOPLE WHO ARE NOT
BEING SERVICED WITH
TRADITIONAL
SOLUTIONS TODAY



THANK YOU

“Together we can bring the promise of better hearing to millions of people around the globe. We are 100% committed to making this a success”

Justin Miller, Cofounder and CEO Nuheara

