



Nuheara Ltd  
TechKnow  
Presentation

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CEO & Co-founder

Melbourne  
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*Life  
Changing*

  
NUHEARA  
IQbuds™

# CORPORATE SUMMARY

## Company Snapshot

- Successfully listed on ASX March 2, 2016 @ \$AU 0.025 per share
- Raised over \$8 million in capital
- Including \$5 million in November 2016 @ \$0.06
- Current cash \$3.4 million
- Co-located Perth Australia & San Francisco, USA
- Developed intelligent “wireless” audio technology device - IQbuds™
- Currently shipping \$AU 1.5 million in pre-orders from 5000+ customers in 80+ countries.
- Retail commencing now – with a broader retail push Q2, 2017

## Security Details

ASX Ticker	NUH
Existing Shares on issue:	
• Listed	442,093,675
• Escrowed	194,802,321
Unlisted Options	83,319,445
Total Ordinary Shares	636,895,996
Share Price (17 Mar 2017)	\$AU 0.094
Market Capitalisation	\$59,868,223

## Shareholder Groups

Directors & Management	30.4%
Top 20	44.5%

# NUHEARA – IQbuds™



HEAR LIKE YOU'VE  
NEVER HEARD BEFORE

*Introducing a New World  
of Intelligent Hearing*

  
NUHEARA  
IQbuds™



# OUR VISION – ASSISTIVE AUDIO



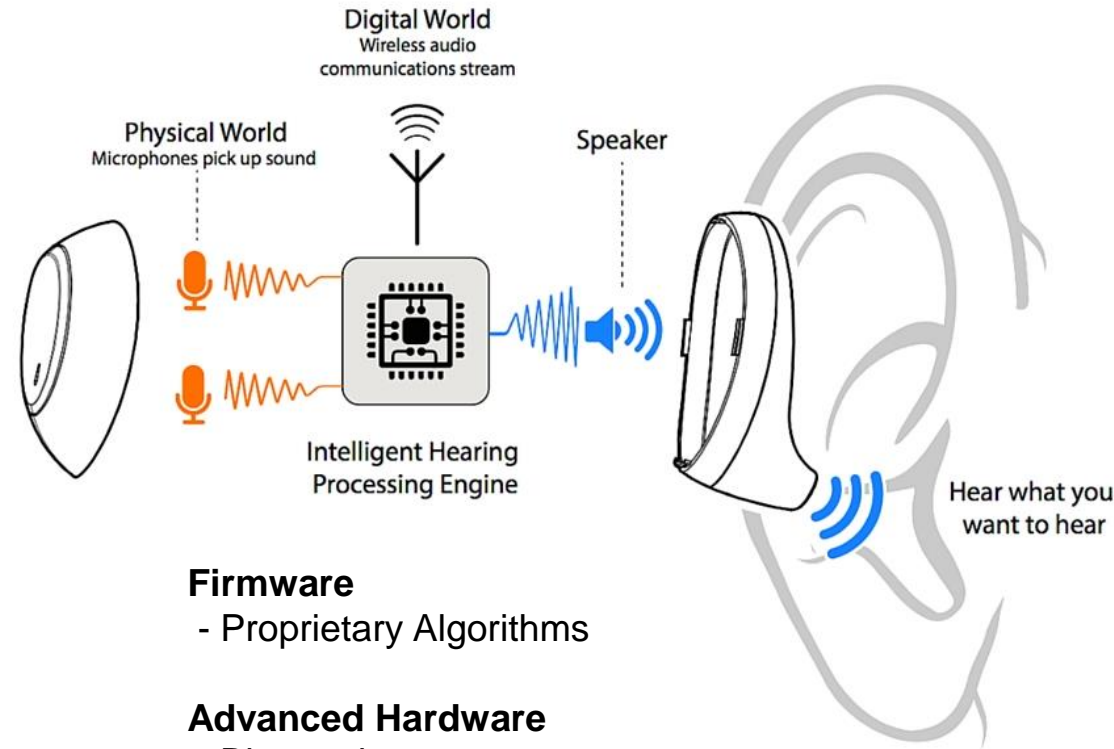
*NUHEARA was founded to improve the quality of peoples lives by giving them the control to interact with the world around them and their digital world.*



# NUHEARA – INTELLIGENT HEARING



ADAPTIVE  
ADVANCED  
DIGITAL



## Firmware

- Proprietary Algorithms

## Advanced Hardware

- Bluetooth
- Near Field Magnetic Induction (NFMI)
- Digital Signal Processing (DSP)

## Software (App) Controlled



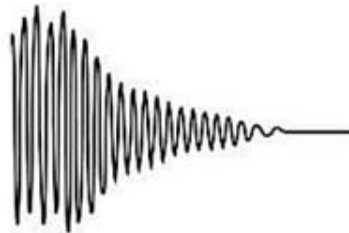
  
 NUHEARA  
**IQbuds™**

Not Just Another Set of Wireless Earbuds.

**We are smarter than that**



Wireless  
Bluetooth  
Music &  
Phone calls



**SINC™**

super intelligent noise cancellation

Promote conversation  
& suppress noise



Personalised  
Hearing Assistance  
& Augmentation



Voice Control -  
SINC™  
activate Siri &  
Google Now

**IQbuds = Intelligent Hearing**

# INTELLIGENT HEARING – MARKET FIT?



Market  
\$8 Billion  
p.a.

## Hearing Aid

### Potential Gap/Disruption

6 Companies control 90% of global market



William Demant / Holding



## Hearables



LISTEN COMMUNICATE CONNECT

Market  
\$6 Billion  
p.a.



## Headphones

### Technology Enhancement

On average users replace every 18 months



## Wearables

### Body worn computers

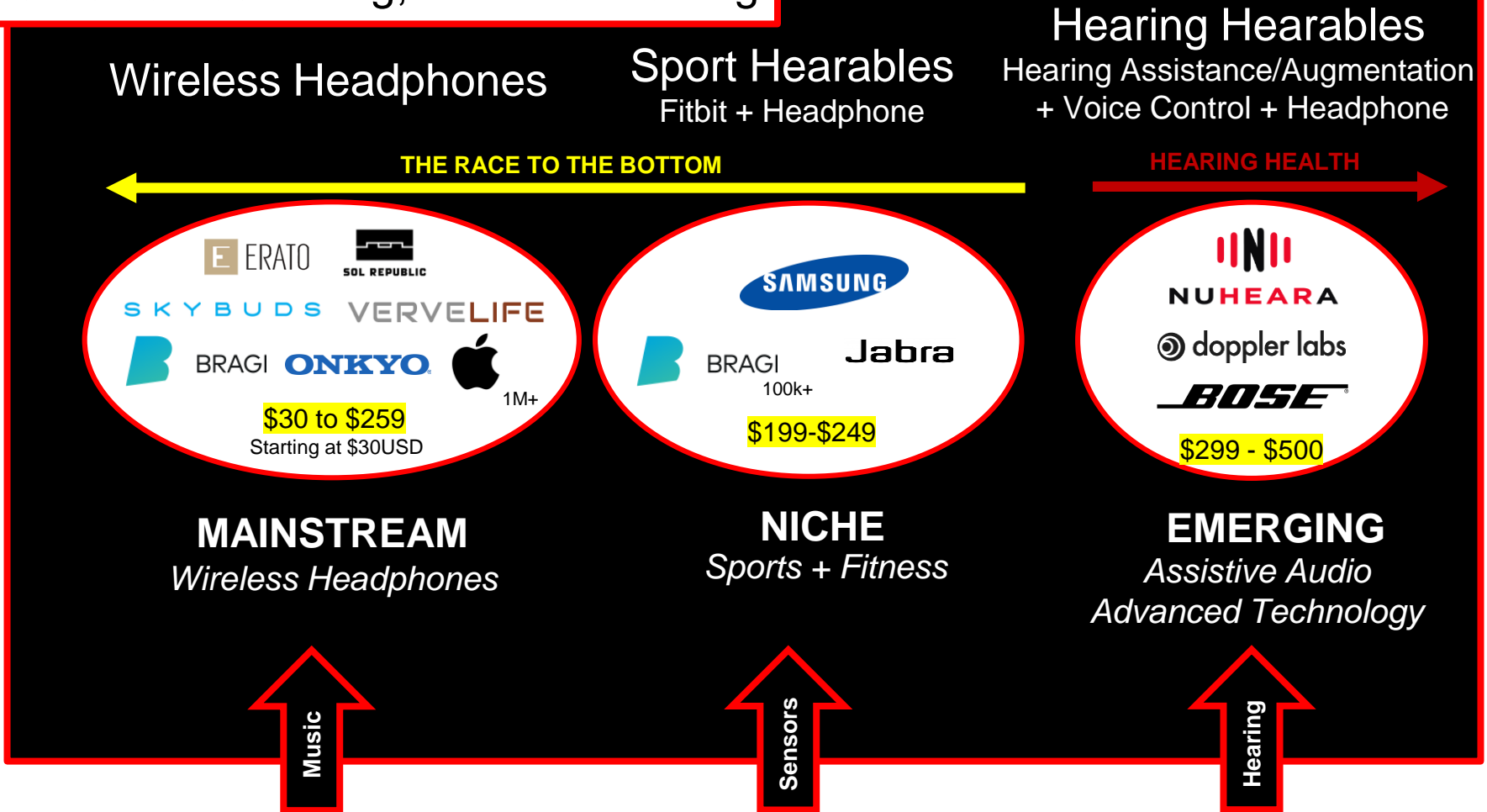
Top 4 companies (wrist) control 53% of global market

Market  
\$15 Billion  
p.a.



# HEARABLES – A NEW MARKET

## Hearables Positioning, How it's Evolving





# HEARING HEARABLES SEGMENT

Nuheara can achieve a leading position in segment with IQbuds™



Music Quality: Excellent	●
Battery Life: 4 hours	●
Wires: True Wireless	●
Processing: SINC	●
Hearing Augmentation	●
ANC: Passive	●
App: iOS & Android	●
RRP: \$299USD	●



Music Quality: Excellent	●
Battery Life: 2 hours	●
Wires: True Wireless	●
Processing: TBD – Noise filters but limited speech processing	●
Hearing Augmentation	●
ANC: TBD Passive?	●
App: iOS & limited Android	●
RRP: \$299USD	●



Music Quality: Excellent	●
Battery Life: TBD	●
Wires: Neckband	●
Processing: Directional	●
Hearing Augmentation: TBD	●
ANC: Bose ANC	●
App: iOS & Android	●
RRP: \$499USD	●

# THE REVIEWS ARE IN – BEST IN CLASS



**NUHEARA**  
**IQbuds™**



<http://www.digitaltrends.com/headphone-reviews/nuheara-iqbuds-review/>



9.0

*“The IQbuds not only deliver on their promise, they exceed expectations”*

## Digital Trends Ratings

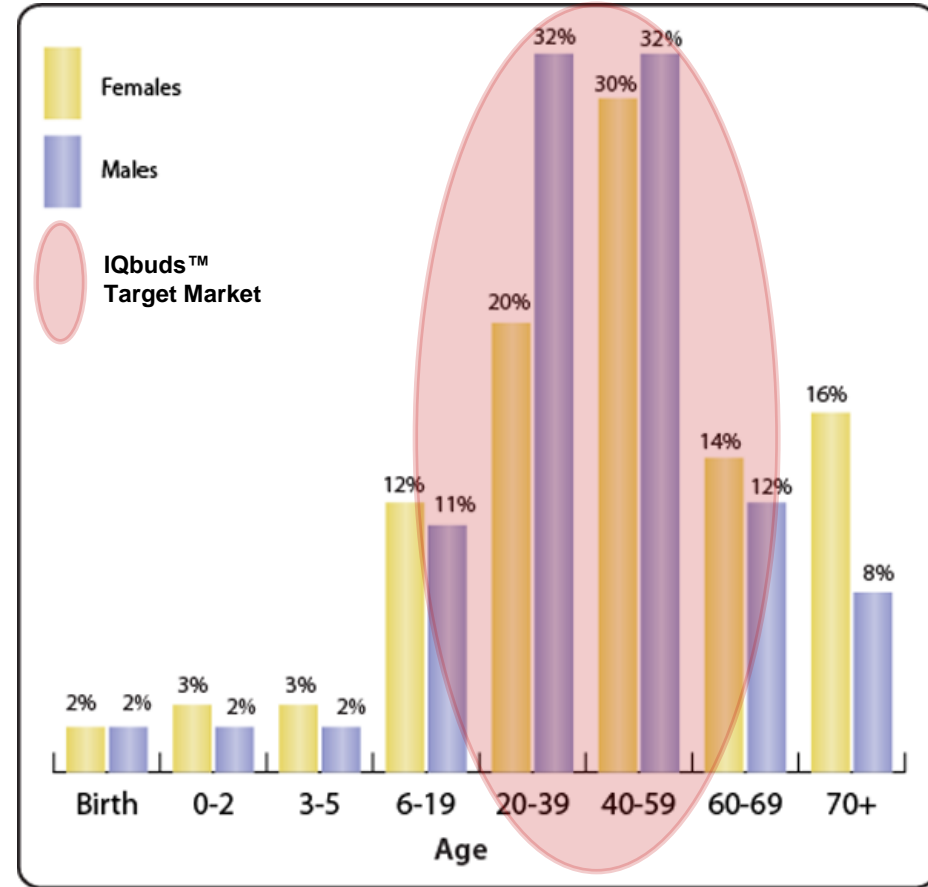
Nuheara IQbuds	★★★★★★★★	9
Apple Airpods	★★★★★★	8
Jabra Elite Sports	★★★★★★	8
Doppler Here One	★★★★★	6
Bragi Dash	★★★★	5

# GREAT REVIEWS – SO WHO WILL BUY?



## Early Adopters (35yrs+) Suffer “Pub Deafness”

Consumers who are challenged with communication in social settings and not been diagnosed with hearing loss



Once diagnosed, consumers then take (on average) 10 years to buy first hearing aid

Source: Davis, Smith, Ferguson, Stephens, & Gianopoulos, 2007

Age at which hearing loss begins

Source: NIDCD Epidemiology and Statistics Program. Updated in November 2012.

# IQbuds™ - WHY WILL THEY BUY?

More than a great wireless earbud

Hearables

Traditional PSAP  
(Personal Sound Amplification Products)

Hearing Aid

BRIDGING THE CHASM



**NUHEARA**  
IQbuds™  
SINC™  
super intelligent noise cancellation  
\$299

Low quality products

DIRECT + AMAZON

\$49-\$399



Sivantos ReSound  
the hearing company rediscover hearing  
Starkey WIDEX  
PHONAK oticon  
PEOPLE FIRST  
\$2000 - \$8000

**EMERGING**

*High functionality, no stigma, low barrier to entry*

**NICHE**

*Poor man's hearing aid*

**MAINSTREAM +**

**MEDICAL**

*Medical Device*

Hearables

PSAPS

Hearing Aids

# IQbuds™ – MARKET FIT VALIDATION

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- First ASX company to conduct a crowdfund campaign
- More than 75% of supporters aged 35+
- 100+ global distributors and retailers attracted to us

# IQbuds™ RETAIL PATH TO MARKET

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Sales and Marketing initiatives on a new retail category of Assistive Audio have now fostered a diversified range of interested global retailers and distributors including:

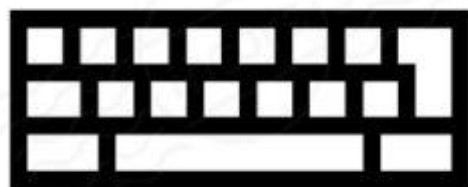
- Multi-national Consumer Electronics Retailers
- Speciality Retail/Duty Free
- Pharmacies/Drug Stores
- Audiological practitioners and hearing chains

# CURRENT STATUS

- First Working Wearable Prototype (WWP) in January 2016
- IQbuds™ now in commercial mass production @ Flex with yields exceeding 95%
- Consumer ready IQbuds™ now certified for sale and use FCC (USA), IC (Canada), CE (Europe), RCM (Aus/NZ)
- Global launch of IQbuds™ at CES, Las Vegas, in January 2017, received a CES award, “Tech for a Better World”.
- Commenced shipments of IQbuds™ in Jan-2017. Now clearing backorder into Apr-2017.
- Commenced consumer electronic retail sales with broader push in Q2 2017.
- Q2 commence Hearing Health channel diversification.



The “hand to mouth” evolution of interacting with our digital world



Keyboard



Mouse



Smart Device



Voice

Yesterday - Tap, Click and Swipe

Tomorrow - Hear and be Heard  
Own the ear, own the voice!





10 Most Common  
Reactions to

  
NUHEARA  
IQbuds™

# THANK YOU

TechKnow attendees can order IQbuds™ online  
[www.nuheara.com](http://www.nuheara.com)  
use discount code *GetIQbuds*  
and save US\$40 per set.

# IQbuds™ FEATURE SET



## 1 HANDS-FREE CALLING

With Bluetooth capability and no wires, Nuheara IQbuds will enable clear hands-free phone calling.

## 2 STEREO SOUND

Enjoy great stereo sound quality for music, podcasts, audiobooks and other audio streams.



## 3 NOISE CANCELLATION

Enhance your listening experience with noise cancellation that suppresses background noise.



## 4 HEARING BOOST

Multiple microphones and our intelligent processing technology will enhance your hearing in challenging social settings.



## 5 AWARENESS CONTROL

Balance between the world around you and your digital audio streams by controlling the mixing of both inputs.



## 6 PERSONALIZED SETTINGS

Control and save your favorite hearing settings based on location and preferences through our app.



## 7 STYLISH DESIGN

Extensive third party industrial design has gone into the development of IQbuds™, purposely designed to fit most ears comfortably and securely.



## 8 TAP TOUCH CONTROL

With a simple tap, you can answer phone calls, start/stop music and control what you want to hear in your physical and digital worlds.



## 9 CONVENIENT CHARGING/CARRYING CASE

Small enough to fit in your pocket or purse as well as charges IQbuds™ on the go.



## 10 LONG "ON-THE-GO" BATTERY LIFE

4 hours of constant Bluetooth streaming with an additional 3 recharges, provides 16 hours of on-the-go battery life.



## INTELLIGENT HEARING