



|||N||| NUHEARA

Hear that sound

TECHKNOW INVESTOR
PRESENTATION
8 DECEMBER 2020

JUSTIN MILLER
CEO & CO-FOUNDER



WEARABLES



HOME AUDIO/VIDEO
COMPONENTS &
ACCESSORIES



HEALTH &
WELLNESS



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BOARD OF DIRECTORS

 <p>The Hon. Cheryl Edwardes AM Non-Exec Chairman</p>	<ul style="list-style-type: none"> ▪ Company director and Chair of multiple ASX Boards, private companies and not-for-profits ▪ Former Attorney General for Western Australia
 <p>Mr Justin Miller Managing Director</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</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</p>	<ul style="list-style-type: none"> ▪ Non-Executive Director ▪ 20+ years experience Senior Director of Microsoft managed 232 geographies for xBox
 <p>Mr David Buckingham Non-Exec Director</p>	<ul style="list-style-type: none"> ▪ Non-Executive Director ▪ Former CEO of ASX200 companies iiNet and Navitas

Advisory Board: Nuheara has an advisory board, comprising **Mr Joel Beilen** (Chief Advisor – Audiology, Ex-Sivantos, Siemens) and **Mr Brian Hall**, VP Marketing Google Cloud (Ex Amazon Web Services, Microsoft, Doppler Labs)

EXECUTIVE TEAM

 <p>Chief Executive Officer Mr Justin Miller</p>	 <p>Chief Financial Officer Ms Jean-Marie Rudd</p>
 <p>Chief Marketing Officer Mr David Cannington</p>	 <p>Chief Operations Officer Ms Michelle Halle</p>
 <p>Chief Product Officer Dr. Alan Davis</p>	

COMPANY DETAILS

ASX Ticker	NUH
Ordinary Shares on issue (m)*	1,414
Unlisted Options (m)	62.8
Share Price \$ (AUD) 7 Dec 2020	0.052
Market Capitalisation \$m (AUD)	73.5
Cash \$m (AUD) 30 Sep 2020 ²	1.5

Note 2: \$5m+ in receivables expected in current quarter (Q2)

Nuheara (ASX: NUH) was founded in 2015 and listed on the ASX in 2016 with the mission of providing smart, affordable & MULTI-PURPOSE hearing solutions to a growing global marketplace of people who are not being serviced with traditional hearing solutions today.



WEARABLES



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HEALTH &
WELLNESS



2020 Western Australian
Technology Company
of the Year

FINANCIAL REVIEW BOSS
MOST INNOVATIVE
COMPANIES

WINNER

Best Product Innovation Award

TOP 3

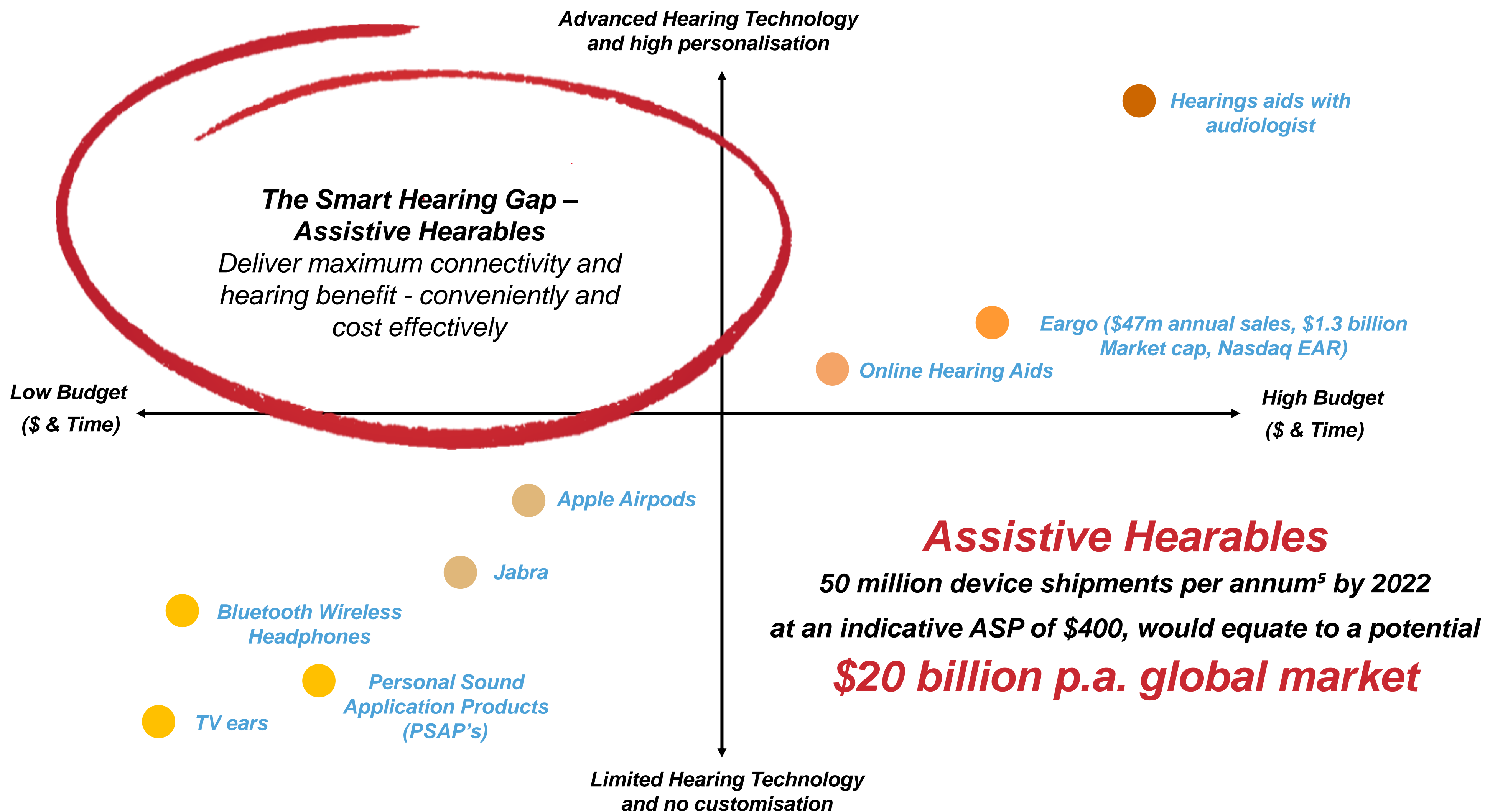
Most Innovative Company – Technology



WINNER

New Product Innovation





Source 5: Juniper Research Assistive Hearables (Sep 2020)

Leading Products prototype to \$millions revenue

- First wearable prototype deployed January 2016.
- Shipped first product IQbuds in January 2017.
- Third generation product IQbuds² MAX launched in January 2020 commenced shipping June 2020.
- Approx. 50,000 units sold since inception.



The Market Opportunity

- Smart Hearing with a new category of Assistive Hearables (AH).
- 92 million AH's to ship in 2024 with 46% CAGR 2020-2024¹
- Disrupting established \$8 billion p.a. hearing aid market that ignores Mild to Moderate hearing challenges.
- Extending reach and scale through government contracts and OEM opportunities.

Competitive Strengths

- \$40+ million invested in research, development and manufacturing.
- World first hearing products that allow self fit, self assessment and auto-configuration .
- Generated millions of hours of user hearing data
- Implemented scalable online sales strategy to “mine” Mild to Moderate hearing challenged customers.

Gaining Sales Traction & Scale

- 4+ years of globally diverse hearing retail experience.
- New products and Direct To Consumer (DTC) sales channel is providing significant global growth.
- 85% of all news sales are international (non-Australian)
- Diversification of income streams with significant OEM contracts.

Hearing Healthcare

Nuheara branded products

Direct To Consumer (DTC)

6 unique Avatars

7 Global online Nuheara sites/shops.

Expansion: Marketing spend increasing As
MAX backorder removed

Online Retail Partners (USA)



Walgreens
CRUTCHFIELD

Expansion: Additional online retail partners in other
geographies will be now MAX available

Government Contracts



Australian Government
Hearing Services Program
ndis National Disability
Insurance Scheme



OEM / Private Label

Nuheara developed Technology, IP and
products marketed by other companies

Contracted OEM Partners



Nuheara developing technology and
products that create new audio
experiences for HP and it's customers.

Expansion: Potential of further development
and manufacturing supply agreements.

Additional OEM Partners

Expansion: Further OEM partners are being
pursued that provide scale to the business
without cannibalising Nuheara's existing
Hearing Healthcare market.



IQstore

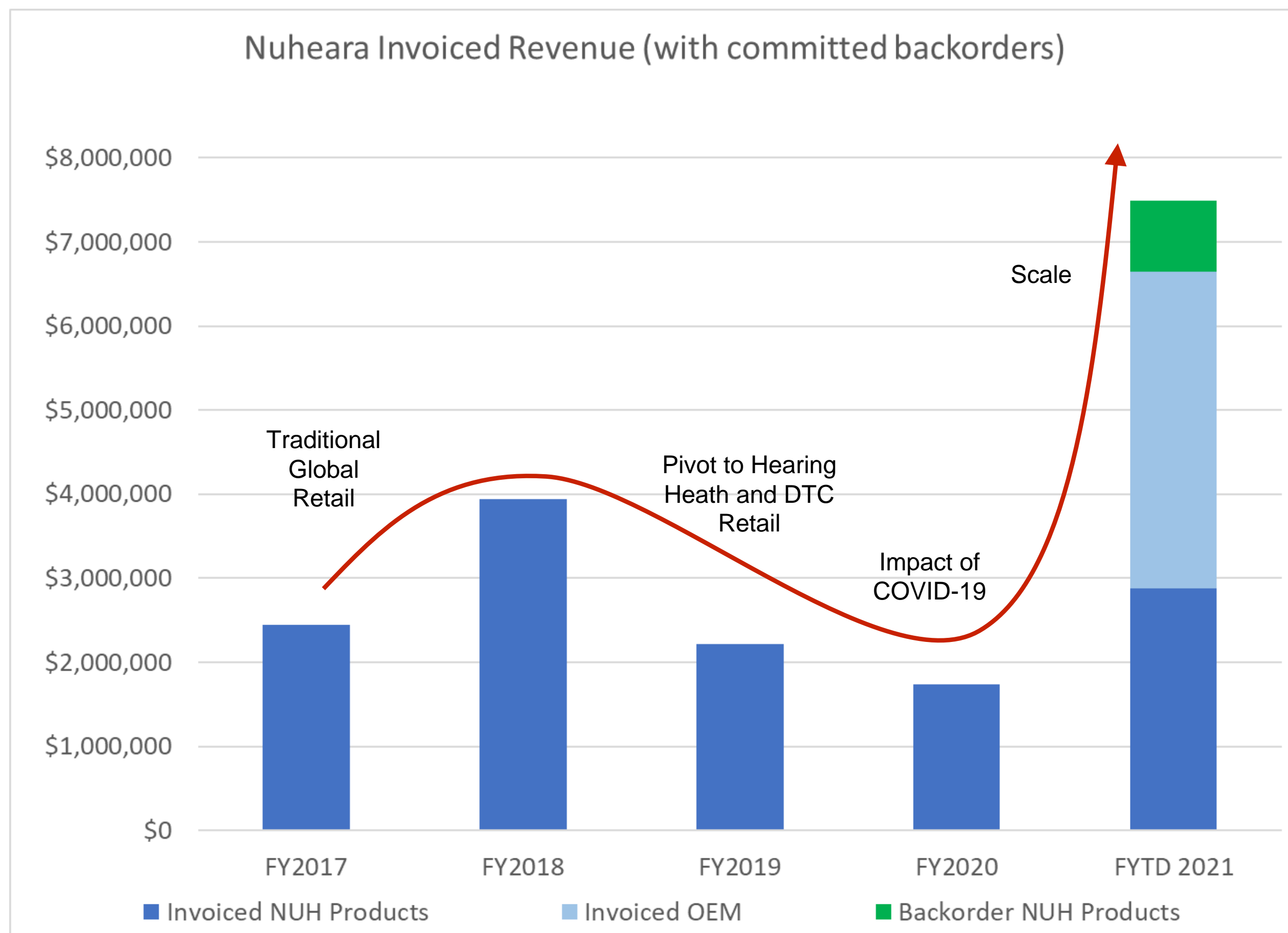
In App
Subscription
services

Delivery expected 2021

Tinnitus support, Accessories



STRONG REBOUND FROM COVID DELAYS



- Commenced shipping of IQbuds²MAX in late June post COVID-19 delays
- Global stock movements continue but COVID-19 still impacting all facets of supply chain – Component Availability, Manufacturing and Logistics
- Sales continue to grow with positive Return On Advertising Spend (ROAS)
- Great user satisfaction with single digit net return rates – stand out in hearing industry
- Total invoiced sales for FYTD 2021 (July - November 2020) of \$6.7 million – 4 times total invoiced sales for FY2020
 - \$2.9m Nuheara Product
 - \$3.7m OEM works - HP
- Committed backorders:
 - \$0.85m Nuheara Product

Figure 1: Nuheara Invoiced Sales Revenue with current backorders

FYTD 2021 (July 1 – November 30, 2021)

Note: Invoiced Revenue does NOT include government rebates and grants



Direct To Consumer (DTC)

Mainstay of IQbuds² MAX global growth

- New sales orders of 2,891 units for the quarter to date (Oct-Nov), predominantly Direct To Consumer (DTC) driven.
- Significant growth on total Q1 sales (2,111 units) with December sales still to contribute to Q2 results.
- Record sales order month of 1,949 IQbuds² MAX units for November with an increased Average Selling Price (ASP) of \$430 (\$406 ASP over lifetime of MAX sales).
- Return On Advertising Spend (ROAS) was 2.45x for November exceeding previous quarter average of 1.74x.
- 80+% of all sales for IQbuds² MAX are of international origin with 50+% still US based.
- Successful sales campaign in week preceding and including Black Friday – Cyber Monday, enabled a ROAS of 3.16 for the period.
- Strong campaign results demonstrate global scalability of DTC sales channel as product awareness is driven.

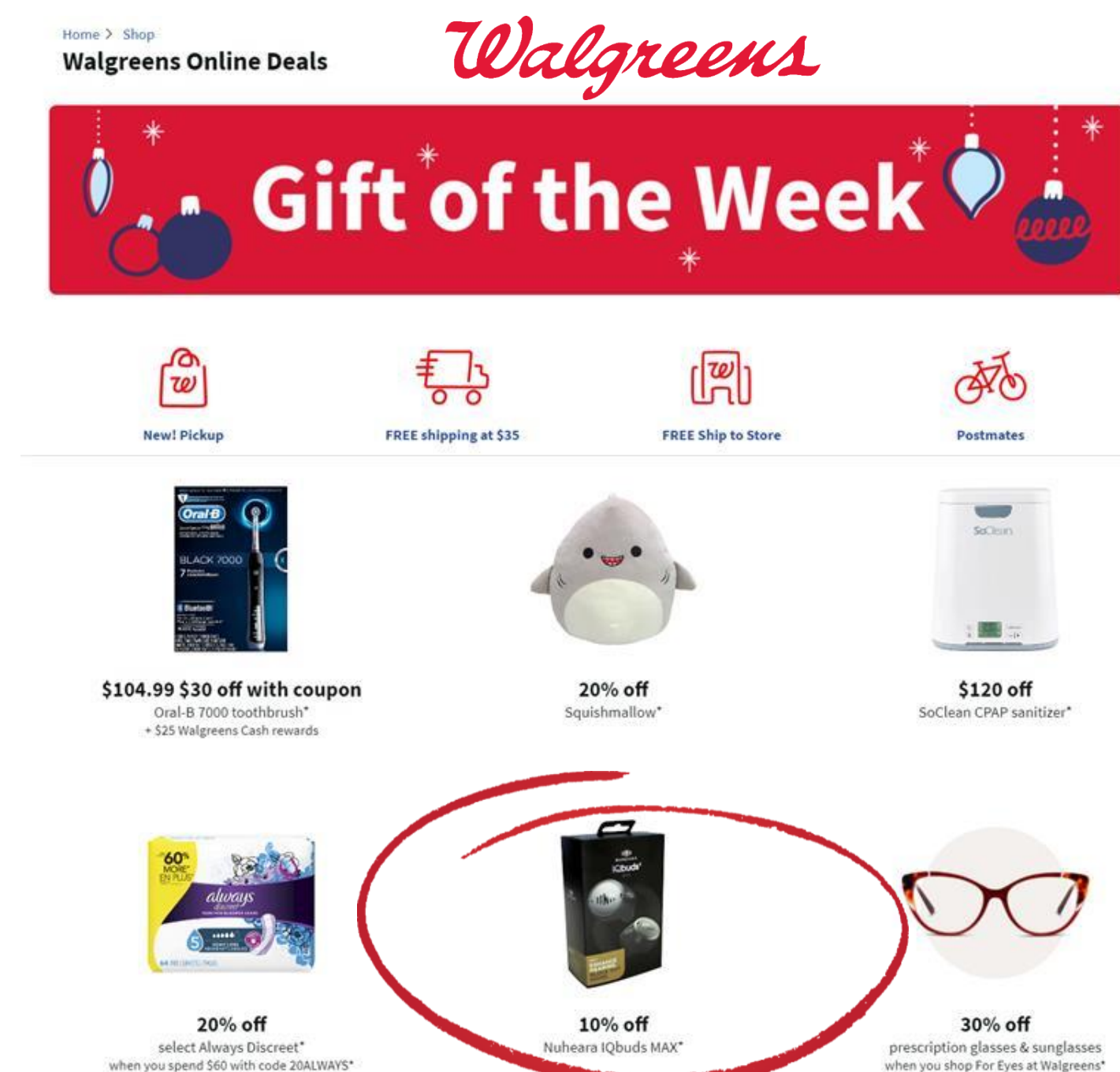


Online Retail Partners

Next phase of IQbuds² MAX global growth

- Concentrated efforts with US based partners Best Buy, Walgreens and Crutchfield.
- Sales channel model blends Online Retail Partner (ORP) front end with Nuheara DTC sales and marketing assets together with a complete Nuheara managed backend.
- Some Q2 campaigns have commenced - Walgreens
- Limited IQbuds² MAX stock available for ORP until Q3 2021 FY with initial supply focus placed on Nuheara DTC customers.
- More Online Retail Partners to commence sales once stock freely available.

ONLINE RETAIL
PARTNER
ADVERTISING



OEM / Private Label Partnership

Hp Inc.

- **Scope of Work (SOW)– HP Ear Bud variant with specific HP use case:**
 - Phase I, August 2020- invoiced \$1.7m works for HP software/proof of concept for HP Ear Bud variant.
 - Phase II, October 2020, - invoiced \$2.0m works for HP hardware/engineering associated with development of Ear Bud variant.
 - Design is non-competing (HP confidential) use case.
 - Strategic OEM partnership to continue to develop over coming months.





- + Launched as a first mover in consumer hearing healthcare space**
 - An identified and significant market opportunity
 - Developing a new market segment with a clear unmet need
 - Validated by extensive customer data, scalable DTC sales model and large industry technology OEM's.

- + Pioneer in smart hearing with proven track record in delivery of leading edge products**
 - Focused on mild to moderate hearing product suite and expanding pipeline of products
 - Industry leading IQbuds² MAX launched in January 2020 leading to significant global sales

- + Achieving revenue growth in across diversified global sales channels**

- = *Significant global growth opportunity as the first mover in Smart Hearing category with proven technology, products and sales model***



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THANK YOU

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