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CORPORATE PRESENTATION

Justin Miller, Managing Director & Co-founder



Agenda

01	Overview	03
02	Nuheara Advantage	13
03	Medical devices and our US hearing aid opportunity	16
04	Partnerships and our OEM opportunities	25



NUH Corporate

Company Details

ASX Ticker	NUH
Ordinary Shares on issue ('000)*	154,003
Unlisted Options (m)	4,294
Share Price \$ (AUD) 28 Feb 2023	0.205
Market Capitalisation \$m (AUD)	31.6
Cash at 31 December 2022 \$m	3.1

Price chart

Comparison Indicator Event 6 Month Daily Area

NUH: Australian Stock Exchange

Close \$0.210 30/1/2023

0.220

0.35 0.30 0.25 0.20 0.15

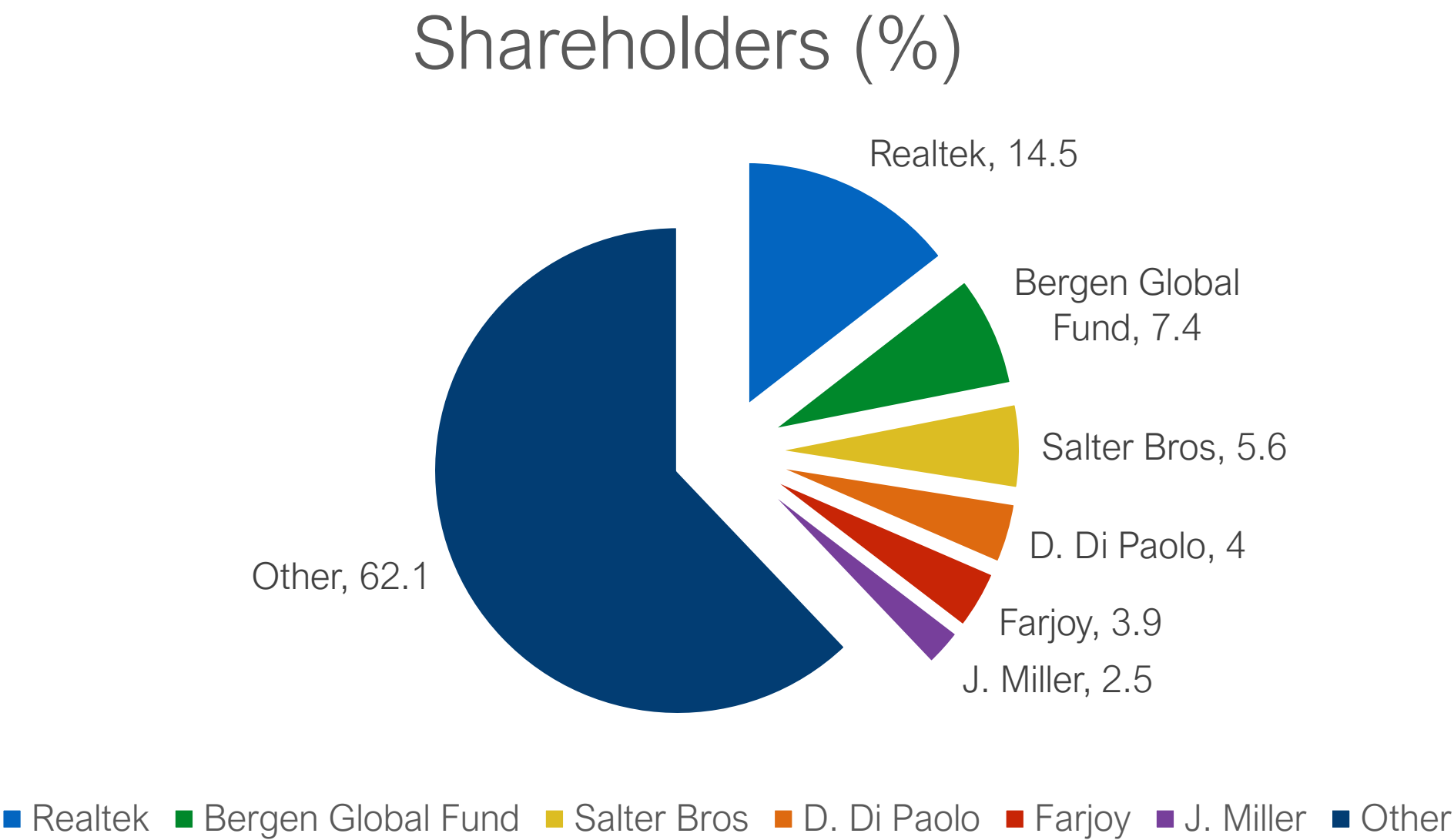
15/8 22/8 29/8 5/9 12/9 19/9 26/9 3/10 10/10 17/10 24/10 31/10 7/11 14/11 21/11 28/11 5/12 12/12 19/12 3/1 9/1 16/1 23/1 30/1 6/2

August 2022 September October November December January 2023 February

*Note: \$2.5m Convertible Note to Realtek @\$0.16, maturity 7 Sep 2024







Founded in 2015, Nuheara’s mission is to transform the way people hear by creating smart hearing solutions that are affordable and accessible.

Nuheara believes that hearing should be for everyone.



NUH Corporate

Board of Directors

 <div>The Hon. Cheryl Edwardes AM Non-Exec Chairman</div>	<ul style="list-style-type: none">▪ Company director and Chair of multiple ASX Boards<ul style="list-style-type: none">▪ Former Attorney General for WA▪ LLM, BA, GAICD	<p>Ms Edwardes is a Commissioner on the WA Football Commission and a member of the Foreign Investment Review Board. She is also a Company Director on a number of ASX Boards, private companies and not-for-profit associations. A solicitor by profession, Ms Edwardes is a former Minister in the Court Government with extensive experience and knowledge of WA's legal and regulatory framework relating to mining projects, environmental, native title, heritage and land access. During her political career, Ms Edwardes held positions as the first female Attorney General for Western Australia, Minister for Environment and Labour Relations, and was the Member for Kingsley for nearly 17 years. Ms Edwardes was awarded an Order of Australia in the Queen's Birthday Honours 2016 for "significant service to the people and Parliament of Western Australia, to the law and to the environment, and through executive roles with business, education and community organisations.</p>
 <div>Mr Justin Miller Managing Director</div>	<ul style="list-style-type: none">▪ Co-founder & Managing Director<ul style="list-style-type: none">▪ Co-founder & CEO Empired (ASX:EPD) & Sensear	<p>Mr. Miller is a serial entrepreneur who has developed a thorough knowledge of the global technology and innovation marketplace during his 25-year executive career. Throughout the course of his career, Mr. Miller has successfully founded and managed the aggressive and profitable growth of technology, manufacturing and service related companies. This includes strategic acquisitions, capital raisings, research and development, product development and onshore/offshore manufacture,significant staff growth and multi-million dollar sales deals involving both direct and channel sales models. Mr. Miller founded ASX-listed IT services company, Empired (ASX:EPD) and most recently was the founder and CEO of industrial hearing and communication company, Sensear Pty Ltd, where he was responsible for growing the global business from the San Francisco Bay Area.</p>
 <div>Mr David Cannington Non-Exec Director</div>	<ul style="list-style-type: none">▪ Co-founder, Non-Executive Director▪ B.Bus (Marketing)	<p>Mr. Cannington, who was based in San Francisco, California, US before his secondment to the Perth, Australia office in 2019, has over 25 years' global sales and marketing experience. He has held senior positions in sales and marketing for companies spanning consumer packaged goods (Cadbury Schweppes), advertising (McCann Erickson), data analytics (Neochange) and hearing technology (Sensear Pty Ltd). He has advised many startups on go-to-market and growth strategies and was the founding CEO of ANZA Technology Network, a leading cross-Pacific technology entrepreneurs' network. David has been recognized as one of the most influential Australian technology executives in Silicon Valley and brings a global perspective to technology commercialization.</p>
 <div>Ms Kathryn Foster Non-Exec Director</div>	<ul style="list-style-type: none">▪ Non-Executive Director<ul style="list-style-type: none">▪ BSc, ASc, MAICD	<p>Ms. Foster has over 20 years' experience creating and running large internet-based businesses, starting in the late 1990's on Windows Update. Prior to becoming a professional director, Ms. Foster was Senior Director of Microsoft Store online where she managed the sales and merchandising team for Microsoft Store online across 232 geographies. As the Senior Director, she was responsible for an annual revenue budget in the low billions of dollars. Prior to that, for the inception of the Xbox Games Marketplace, Ms. Foster set business vision, strategy and drove the technical execution around digital and physical supply chain technology and operations to enable Xbox's billion-dollar business globally. Ms. Foster has been an Independent Non-Executive Director of Class Limited since July 2015. She joined the QSuper Audit and Risk committee in March 2017, and the advisory board of Mine Hive Pty Ltd in May 2019. Ms. Foster is also the managing director of Foster Consulting, a boutique consulting firm focusing on strategic initiatives and direction.</p>
 <div>Mr David Buckingham Non-Exec Director</div>	<ul style="list-style-type: none">▪ Non-Executive Director▪ Former CEO of ASX200 iiNet & Navitas▪ Engineering Science BTech (Hons), ACA ICAEW, GAICD	<p>Mr. Buckingham is an experienced corporate professional with over 25 years' of experience across the rapidly growing and changing sectors of communications, media, technology and education. Mr. Buckingham has a diverse educational background and an impressive career which began in the UK with PricewaterhouseCoopers. He later moved into the telecommunications industry where he devoted much of his early career working in several prominent finance roles for global companies. After migrating to Australia at the end of 2007, Mr. Buckingham joined iiNet as the internet service provider's CFO and Company Secretary. He was appointed CEO in 2015 prior to the company being bought by TPG, whereupon he left the telecommunications industry to join Navitas Limited in January 2016 as the organisation's CFO. In March 2018 he stepped into the role of Group CEO, before overseeing the successful privatisation of the company to a private equity consortium in Australia.</p>
 <div>Ms Susan Park Company Secretary</div>	<ul style="list-style-type: none">▪ Company Secretary▪ B.Com, ACA, F Fin, GAICD, AGIA	<p>Ms. Park has over 20 years experience in the corporate finance industry. She is founder and managing director of consulting firm Park Advisory Pty Ltd, which specializes in the provision of corporate governance and company secretarial advice to ASX listed companies. Ms. Park has previously held senior management roles at Ernst & Young, PricewaterhouseCoopers and Bankwest both in Perth and Sydney. Ms. Park holds a Bachelor of Commerce, is a Member of the Australian Institute of Chartered Accountants, a Fellow of the Financial Services Institute of Australasia, a Graduate Member of the Australian Institute of Company Directors and an Associate of the Governance Institute of Australia Ltd.</p>

Company Overview

Nuheara is a leading, global hearing healthcare technology company that continues to change lives through the consumerisation of hearing



The Global Hearing Aid Market is on the cusp of major disruption representing significant opportunities for innovative medical device companies - traditional players are threatened



FDA Cleared OTC Hearing Aids are lowering price points and increasing accessibility for 40+M consumers in the USA - More global markets will follow (1.5B consumers - WHO¹)



Self fit technologies are reducing the need for a consumer to visit a hearing clinic - DIY hearing care is now a reality



Low hearing aid brand awareness creates an opening for a leading global brand like HP Hearing Pro



Realtek Partnership redefines a broader opportunity for Nuheara:



Chip innovation places Nuheara on equal footing with hearing aid companies from a technology perspective



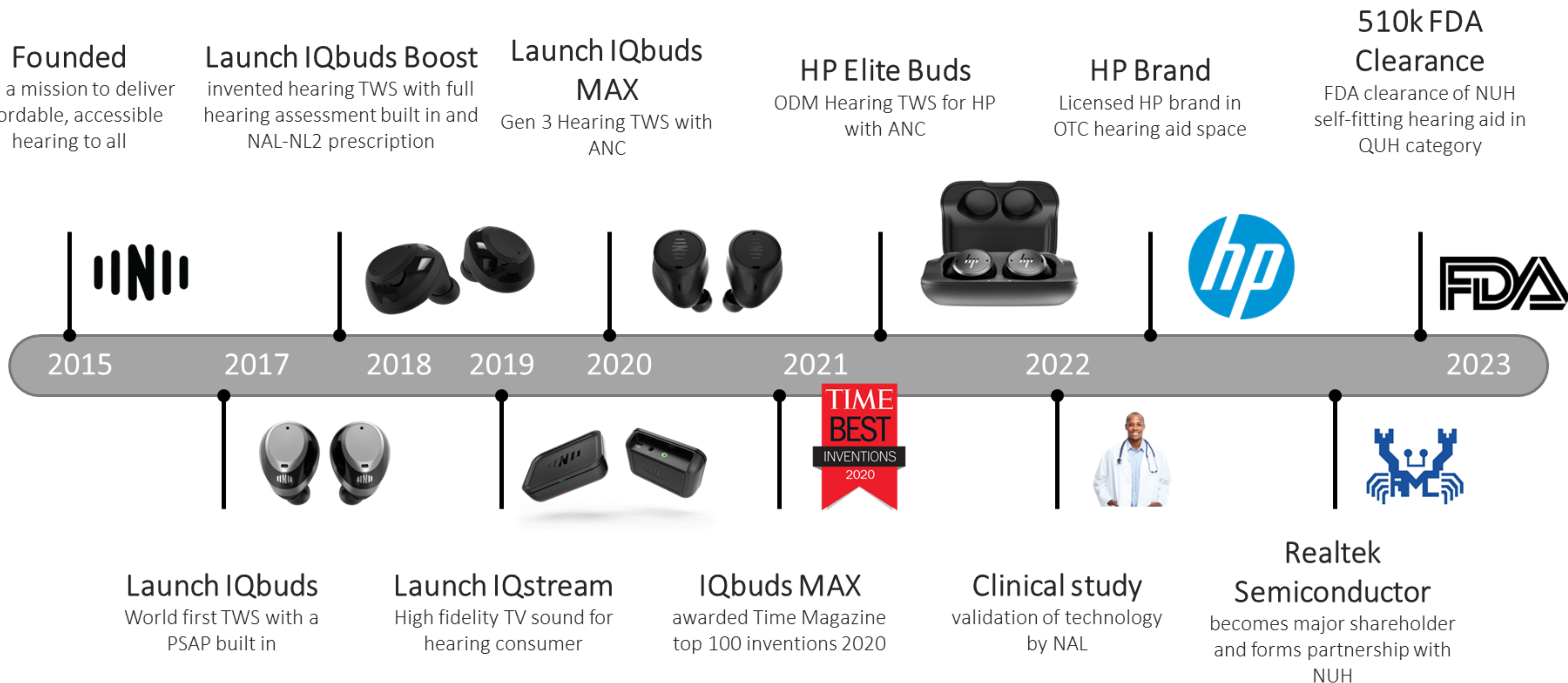
OEM opportunities with Realtek ecosystem will drive significant B2B revenue streams



Nuheara is well placed to capitalize on this opportunity with 8 years end to end hearing experience from R&D, Product Development and Go-to-market; resulting in millions of hours of real time hearing usage and customer service data.



Nuheara - Pioneer and Leader in Hearing TWS



Nuheara - Pioneer and Leader in Hearing TWS

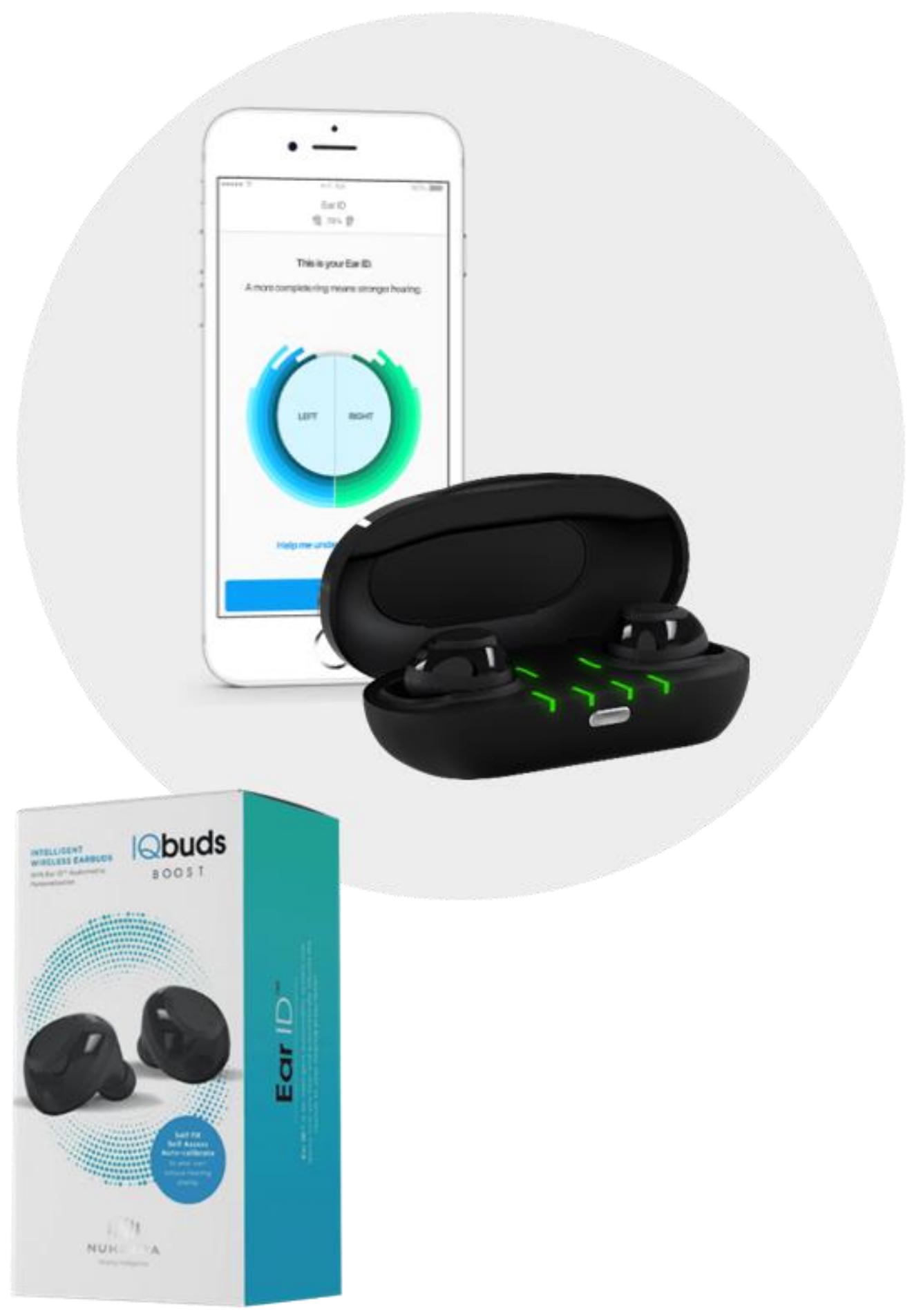
Gen 1

Hearing TWS – Pre-set Hearing



Gen 2

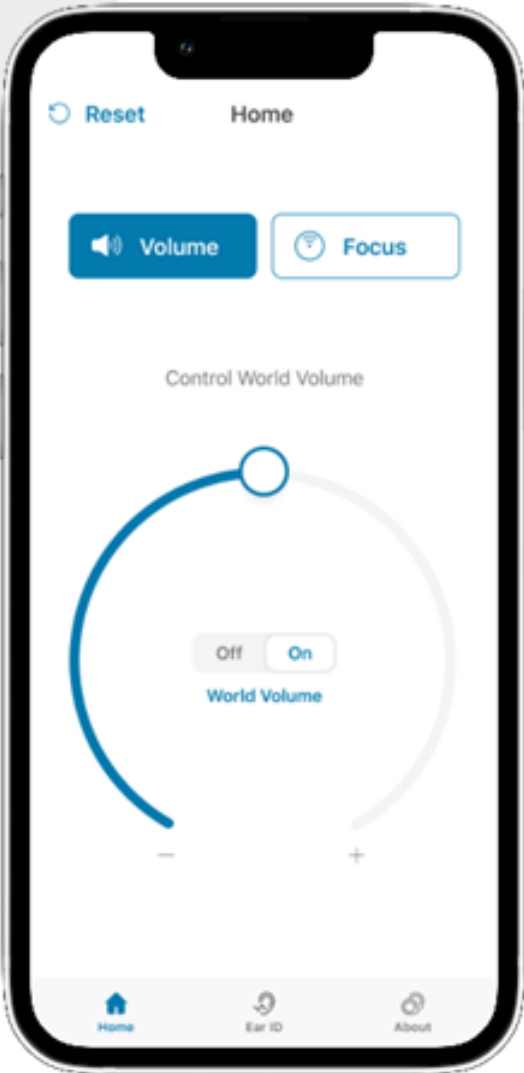
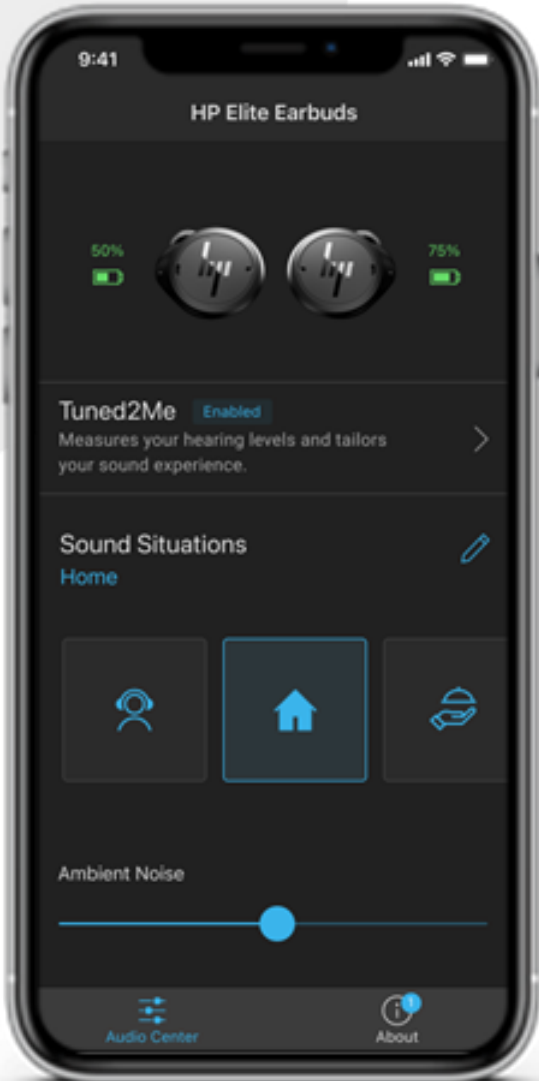
Hearing TWS - Personalised Hearing



Nuheara - Pioneer and Leader in Hearing TWS

ODM - Premium hearing ANC TWS
Full ODM, device, firmware, app

HP Hearing Pro
Medical FDA cleared



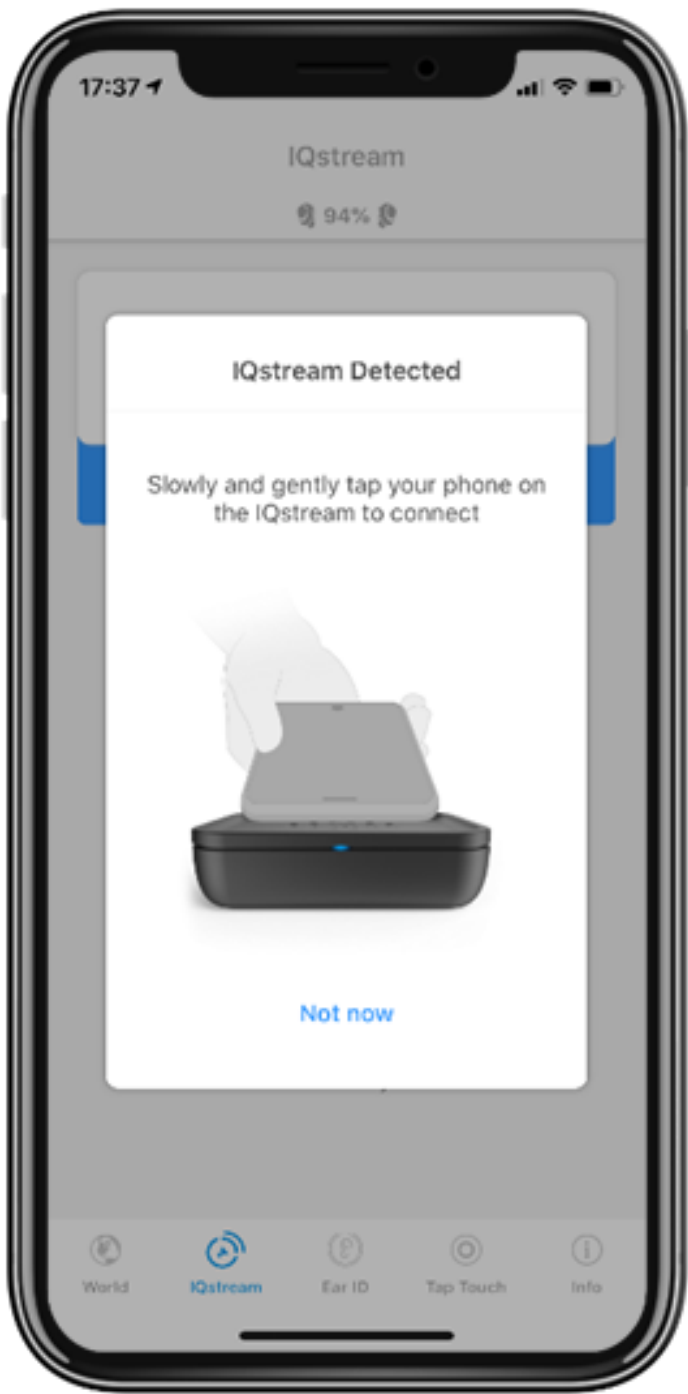
Nuheara - Pioneer and Leader in Hearing TWS

Hearing TWS Accessories- TV Solution, Beam Sound from TV Direct to your Ears

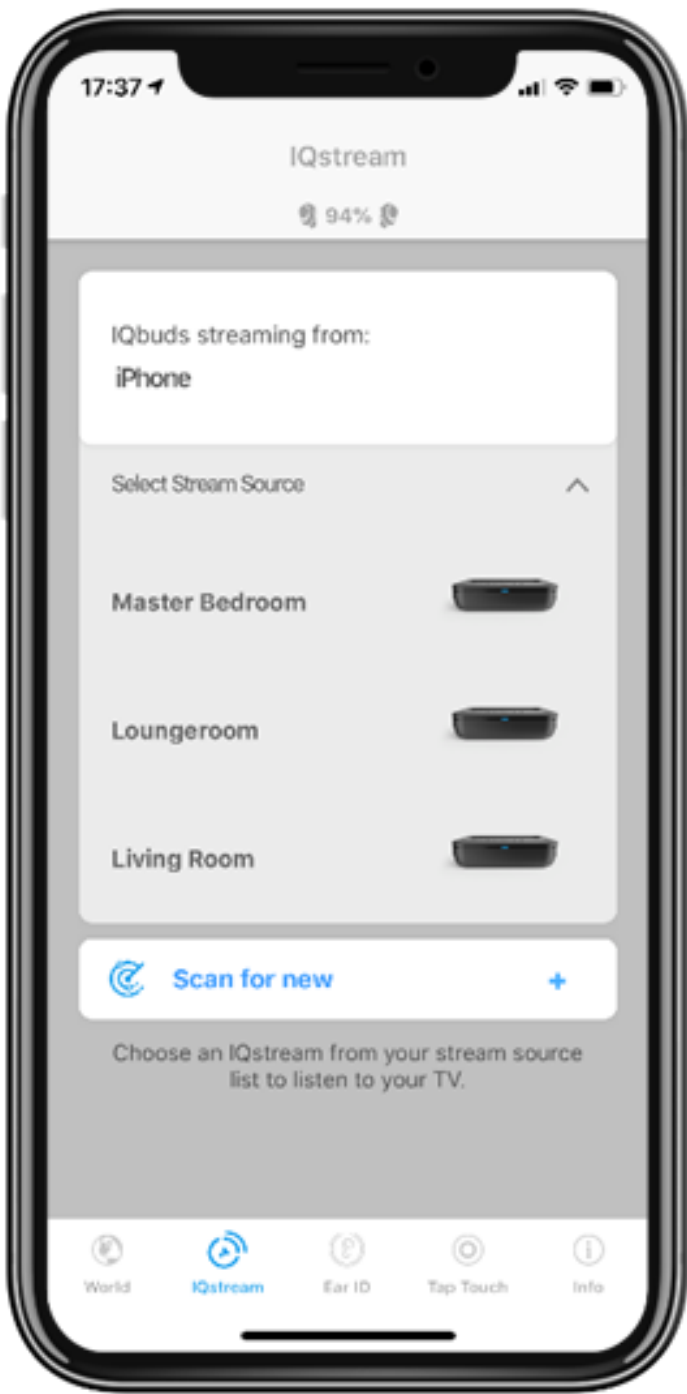
Soundbar compatible



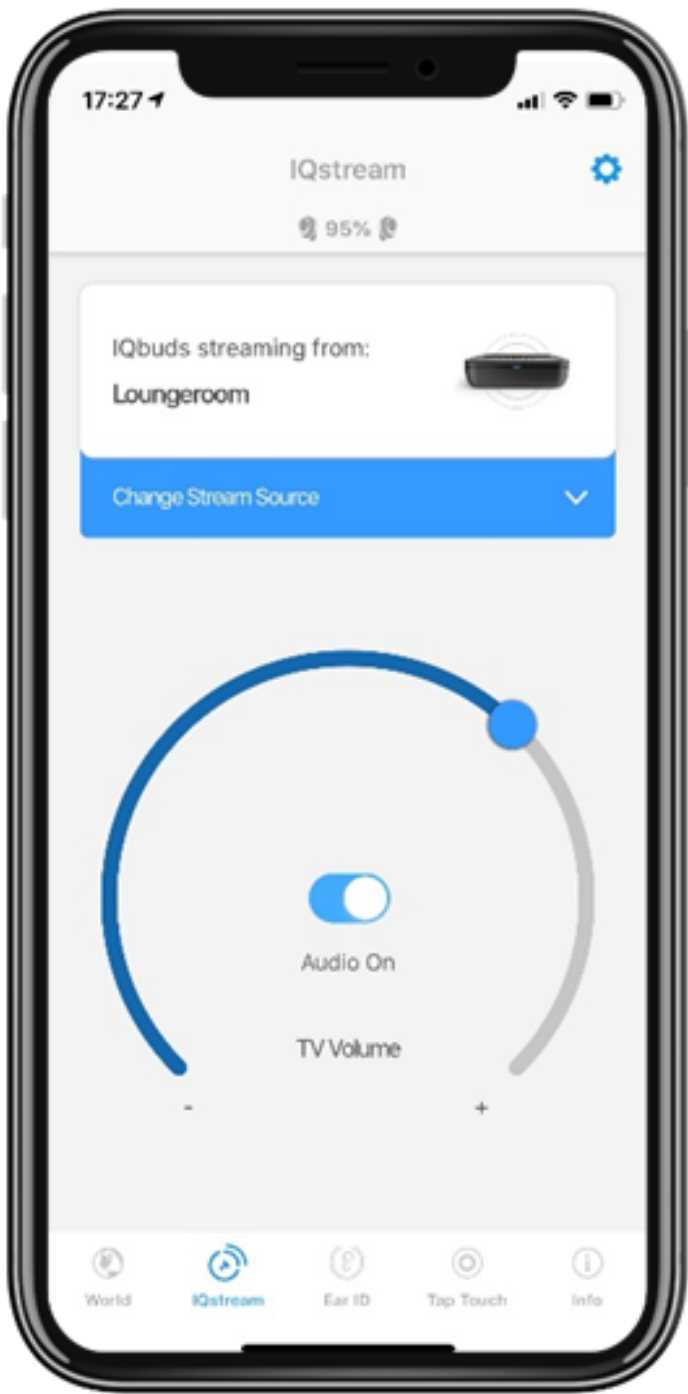
Seamless Setup



Multi-room Compatible



Your own volume control



Summary of 2022

Nuheara well positioned for US regulated Hearing Aid Market

- ✓ Undertook final step in meeting regulated medical device standards with clinical trials and US FDA 510(k) submission for self-fit hearing aid
- ✓ Landmark US FDA ruling for over-the-counter (OTC) hearing aids opened US addressable market of 40+ million customers (Oct 2022)
- ✓ Global Agreement with HP Inc. to develop, manufacture and market Nuheara hearing aids under HP brand – US to start, HP Hearing PRO launched at CES January 2023
- ✓ Continue to expand Traditional Retail with a further US Best Buy stores added (300+ total), Amazon marketing, new reach into Walmart, Rite Aid & independent pharmacy (4,000+ POS)
- ✓ For each POS, with a sale of one HP Hearing PRO unit per month, represents ~\$8k forecast revenue per annum to Nuheara
- ✓ Strategic partnership and financial backing from Taiwan based Semi-Conductor company Realtek (~\$9B Market Cap) - 14.5% shareholder
- ✓ Prototyped next generation hearing platform on single Realtek chipset
- ✓ Co-developed extensive medical device OEM opportunities for development and sale of product for revenue expansion



Launch HP Hearing PRO at CES Jan 2023

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Key Priorities for 2023

- ✓ Manufacture and ship of HP Hearing PRO Q3 2023FY(Jan-Mar) – book revenue
- ✓ Drive growth through expanding range of traditional retail partners with both in-store and online product offerings
- ✓ Close out one of many OEM product opportunities being considered with Realtek support
- ✓ Continue R&D with innovative hearable and hearing aid solutions with next generation of products/form factors
- ✓ Drive costs down through innovative product design and scalable contract manufacturing
- ✓ Drive sales margins up through increase products sales as a medical device (hearing aids)
- ✓ Generate investor awareness in the size of value and opportunity created as medical device company



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Hear that sound



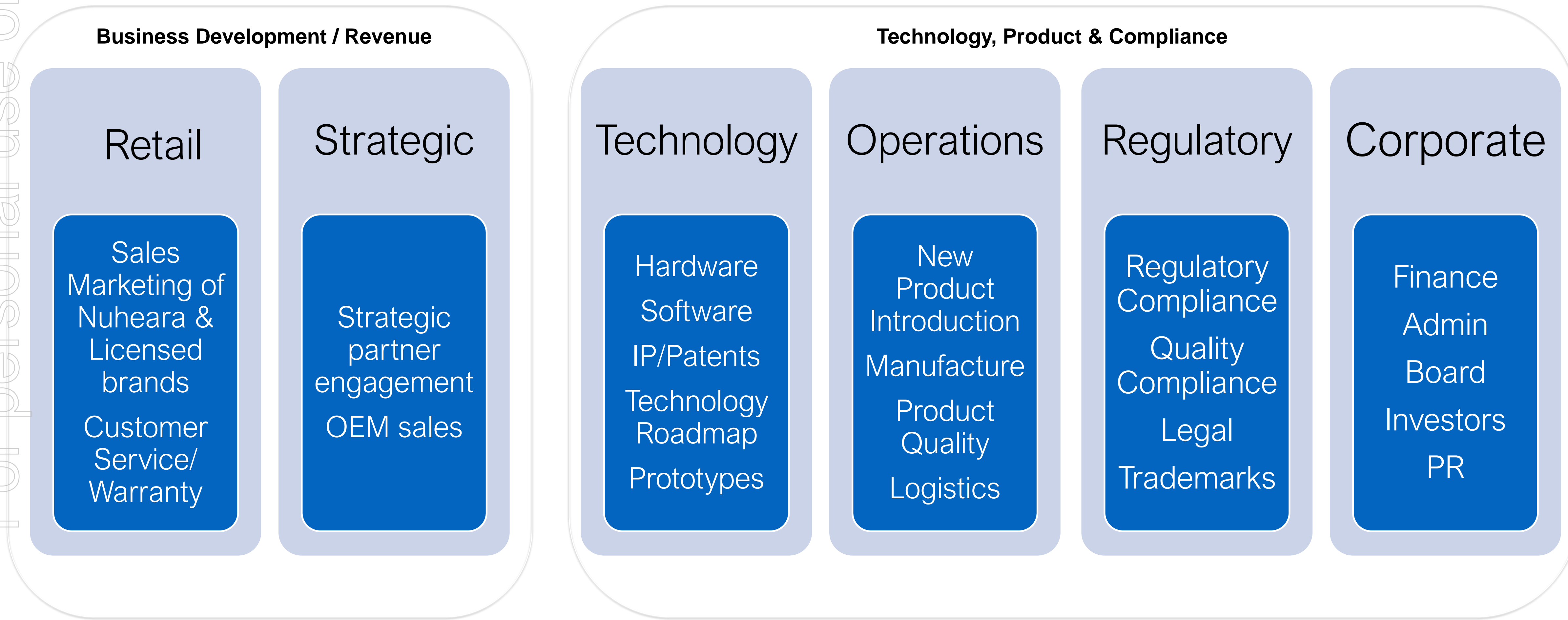
Nuheara Platform – 360° approach to hearing

Delivering self-fit medical grade hearing products is a skillset that's far greater than developing great hearing technology



Nuheara Structure

Leading edge medical device design & manufacturing, with a developing base of strategic engagements, has led Nuheara to a new functional structure.



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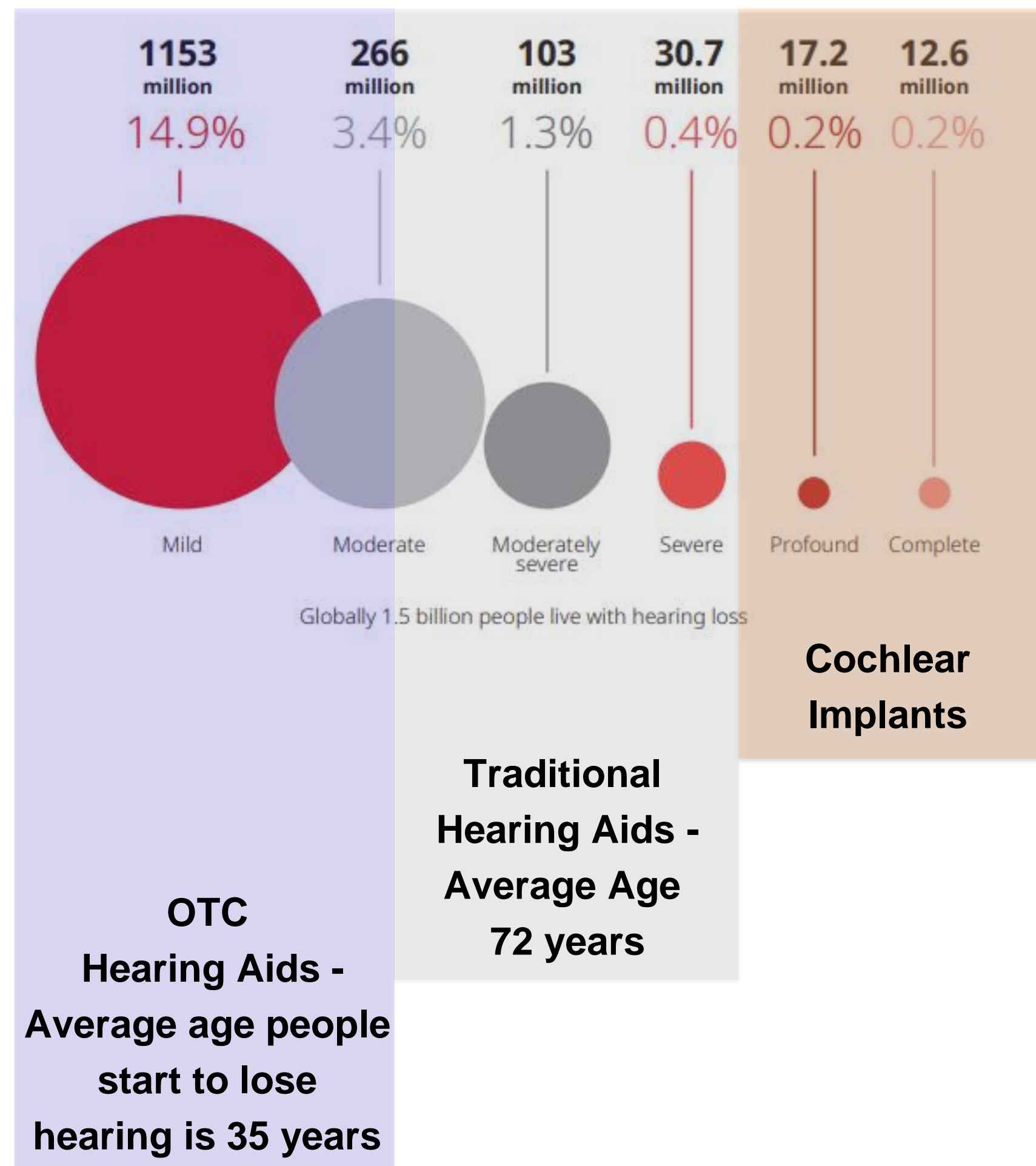


The hearing market opportunity for Nuheara

Meeting the unmet global need in hearing health

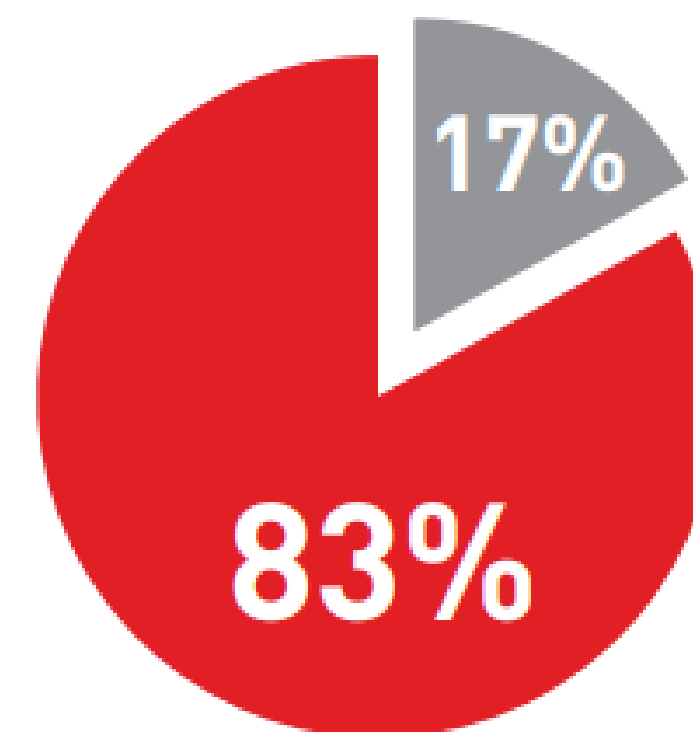
01

20% of global population have hearing loss



02

Massive gap in global hearing aid use



- ✓ Of the 400 million with moderate to severe hearing loss only 17% have hearing aids
- ✓ Gap range is consistently high in all parts of the world, ranging from 77% (Europe) to 90% (Africa), and from 74% to 91% across all income levels
- ✓ Only 15-18 million hearing aids sold globally per annum through audiologists
- ✓ Negligible penetration of hearing aid use for those 1.1 billion people with mild hearing loss

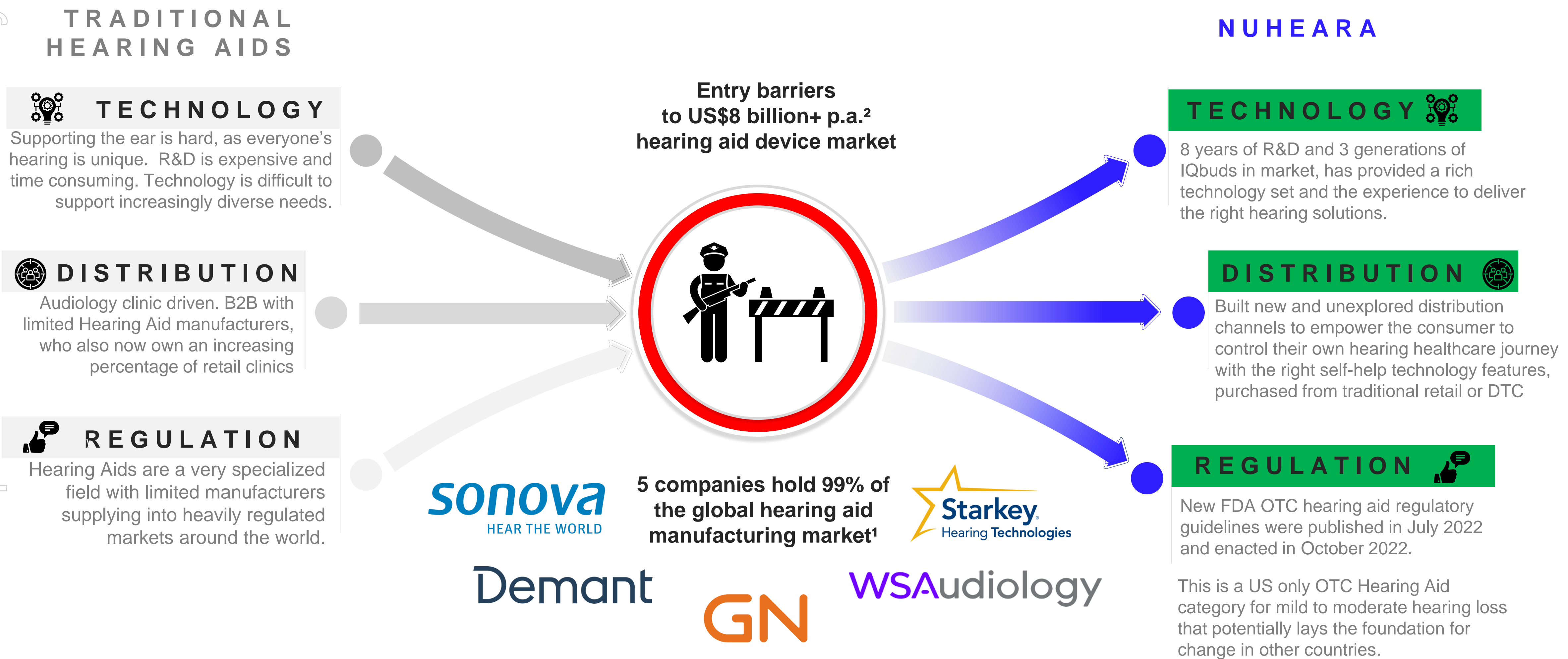
Sell innovative, accessible and affordable self-fit hearing aids to the 1.5 billion mild to moderate hearing loss customers

Nuheara average customer age 52 years

Nuheara enters the regulated hearing aid market

8 years building hearables category has helped us overcome barriers to entry for hearing aids

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Source 1: UBS, Longer Term Investments – Medical Devices, 11 April 2019, Page 13
Source 2: Markets and Markets, Hearing Aid Market by Product Type, July 2021

US FDA issues landmark proposal for OTC Hearing Aids

What this New hearing aid category means to Nuheara

- ✓ Levels playing field with big 5 hearing aid companies – 510(k) required now for all OTC hearing aids
- ✓ OTC significantly opens up regulated points of distribution to the consumer – DTC, Consumer Electronics Retailers, Pharmacy Chains, Specialty Retail, Big Box
- ✓ Nuheara has existing relationships with major players (Best Buy, Walgreens, Amazon)
- ✓ New retail opportunities via Innerscope hearing kiosk partnership to include Walmart (1500 Stores), Rite Aid (1700 stores) and independent pharmacies (1000+ stores)
- ✓ For each POS, with a sale of one HP Hearing PRO unit per month, represents ~\$8k forecast revenue per annum to Nuheara
- ✓ New self-fit service models will allow consumers choice from hearing clinics – professional intervention is unscalable
- ✓ Self-fit technology will dominate OTC product innovation. Nuheara is a pioneer in this with Ear ID™ since 2018
- ✓ Our pursuit of FDA certification in US has been a time consuming and costly exercise but very necessary



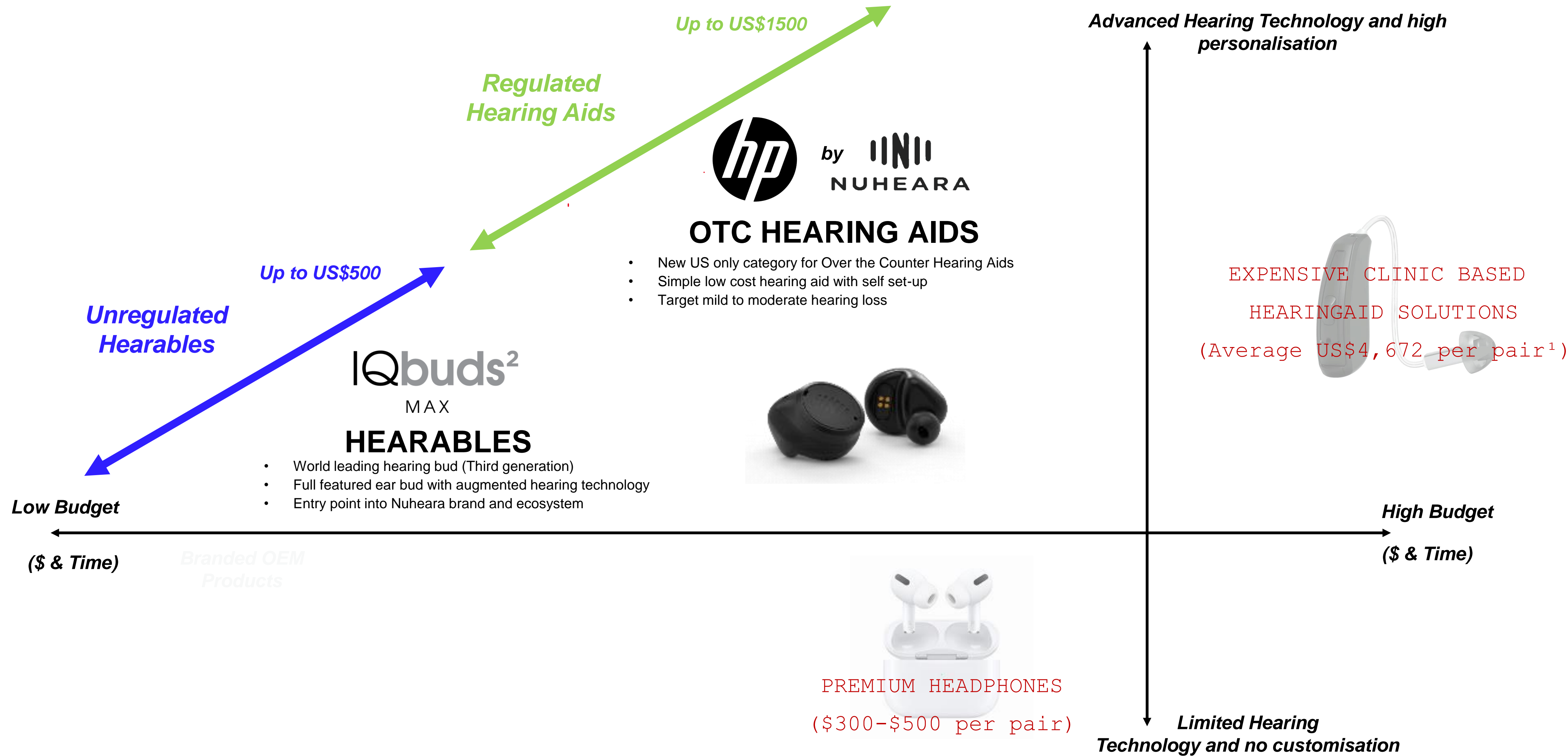
**New Category
OTC Hearing Aid market
expected to be greater than
US \$1.1 Billion in 2023¹**



Transitioning to Hearables and OTC Hearing Aids

Hearing device sales now not restricted to high priced clinic based sales

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Source 1: Technological Advancements in the Hearing Aid Industry, Ahlstrand and Green, 2021



Tactical product positioning

Multiple brands, with different features at varying price points



Nuheara IQbuds2 MAX

Personal sound amplifier
7 preset environmental programs
Bluetooth and active noise cancellation
1-year manufacturer's repair warranty
Model: NU318
MSRP: \$499 USD



HP Hearing PRO by Nuheara

US FDA-cleared self-fitting OTC Hearing Aids
Self-fitting air conduction hearing aid, over the counter
30% better speech understanding in noise
Bluetooth 5.0, iOS & Android Mobile App
2-year manufacturer's repair warranty
Model: NU320-02
MSRP: \$699 USD



Nuheara licencing the HP brand for its hearing aids

HP is one of the most reputable consumer brands in the US

HP is one of the most trusted brands in the US, and the second only to Apple as the most trusted consumer electronics brand

- Major hearing aid brands are relatively unknown to the average consumer
- HP brand is expected to add credibility, recognition, and impetus to drive HP Hearing PRO sales in B2B, retail and online channels
- Nuheara’s hearing aids are the first ‘medical device’ with an HP trademark since it sold its medical device division in the 1990s
- Nuheara expects to gain access to many major US retailers due to the HP brand, and as OTC Hearing Aid regulation expands, to other countries and other global retailers
- Nuheara retains the right to market products under its own brand and also manufacture OEM products under other brands






Market positioning of Nuheara hearing devices in major retail

Right form factor, superior feature sets, at affordable price points



OTC Self fit OTC FDA 510k Self Fit Hearing Aids

Others are prescription fit (telehealth) or pre-set

		USD	
		\$2,950	 Eargo 6
	Lucid Audio Fio 	\$1,399	
OTC Self fit		\$1,299	 Sony CRE-E10
	Sony CRE-C10 	\$999	Lucid Audio Engage 
	Lexie B1 Powered by Bose 	\$899	
	Ear Tech Tweak Enhance PSAP 	\$799	Jabra Enhance Plus 
OTC Self fit		\$699	  Hearing PRO OTC Hearing Aids
		\$499	 
	Lucid Audio Enlite 	\$299	GO Hearing Prime 




Company	Country / Jurisdiction
Best Buy	USA
Target	USA
CVS Health	USA
Walmart	USA
Walgreens	USA
Costco Wholesale	USA
Sam's Club	USA
InMotion	USA
Amazon.com	USA



★ Current distribution/retail contract with Nuheara
★ In-Store

New OTC Category - US Marketing activities commence

Crutchfield catalogue – 900,000 homes on February 9th 2023




By Crutchfield Home A/V Writer **Archer A.**

Better hearing made more accessible & affordable

For many people, some amount of hearing loss is a fact of life. But for those looking to get their hearing back, the price of prescription hearing aids can be off-putting. Fortunately, there's a new option: over-the-counter (OTC) hearing aids are a more affordable solution for those looking to improve their daily life and hear more of the world around them. Read on to learn more about how they work.

What are over-the-counter hearing aids?
Over-the-counter (OTC) hearing aids are a recent addition to the world of consumer electronics, thanks to a new FDA ruling. OTC hearing aids can be bought without a hearing test or doctor's prescription. Traditional prescription hearing aids can cost thousands of dollars. OTC hearing aids are far more affordable and easier to acquire.




OTC hearing aids come in many different shapes and sizes. Some models have an inconspicuous "healed" style that conceals their true purpose. Others have a more traditional behind-the-ear style and tend to have a longer battery life.

Who should buy OTC hearing aids?
OTC hearing aids are for folks who have perceived mild-to-moderate hearing loss. If you've found yourself having difficulty understanding others in conversation, or if you find yourself needing to turn up music or TV a lot to hear and enjoy it, you might have some hearing loss. While you don't need a doctor's advice to purchase OTC hearing aids, we recommend seeing an audiologist first to make sure there's nothing more serious going on with your hearing or health.

CRUTCHFIELD

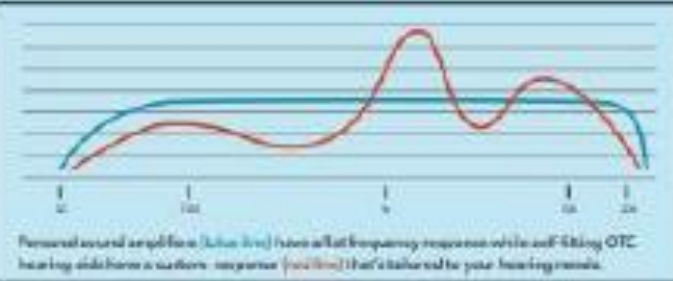
Legendary Service since 1974SM



The Sony Hearing Control app walks you through self-fitting your compatible hearing aids.

Over-the-counter versus prescription
There are a few small but important differences between OTC and prescription hearing aids. OTC hearing aids won't help if you have severe hearing loss. That's a task that prescription hearing aids are designed to tackle. Prescription hearing aids are made for your ears and are programmed by a medical professional. OTC hearing aids depend on the user to set them up. With proper calibration (usually done with a smartphone app), they can boost the frequencies your ears have trouble with.


What makes them different from personal sound amplifiers?
You may have seen previous OTC devices that look similar to hearing aids. These are called "personal sound amplifiers." They work by amplifying all the sounds around you. OTC hearing aids, on the other hand, boost specific frequencies and are tailored to your hearing needs. PSAPs are great for general use, but you may find that some frequencies are boosted a little too much. OTC hearing aids specifically target the frequencies you have trouble hearing and boost them to an intelligible level.



Personal sound amplifiers (blue line) have a flat frequency response while self-fitting OTC hearing aids have a tailored response (red line) that's tailored to your hearing needs.

The tech that makes them tick
OTC Hearing aids have a ton of features and tech built in. Many models use app-based assessments for self-fitting the hearing aids to your ears. The assessments are guided and only take a few minutes. Some models like the Lexie B2 even have environment settings inside the app that let you quickly adjust what sounds your hearing aids focus on depending on where you are. And most models have Bluetooth for music streaming and hands-free calling. Just make sure you choose a model that's compatible with your phone — some models only work with either Apple or Android devices.

Give your ears time to acclimate
If you choose to buy a pair of OTC hearing aids, you'll want to make sure you give your ears ample time to adjust. We have a generous 60-day return period to try yours out and make sure your new OTC hearing aids are the right option for your needs. We also offer free lifetime technical support if you run into any trouble or have questions while setting your hearing aids up.



Important note:
You must be 18 years or older to purchase these products. OTC hearing aids are designed for users with perceived mild-to-moderate hearing loss. Please consult your physician to see if OTC hearing aids are the right option for your specific hearing needs.






Different flavors to suit your style

Self-fitting app control
HP and Nuhears teamed up to produce HP Hearing PRO self-fitting hearing aids. They use Focus directional microphones to achieve a 30% improvement in speech in noisy environments. Maybe best of all, the clinically validated HP Hearing app (available for Android™ and iOS®) lets you dial in the hearing aids precisely to match your specific hearing needs.
HP Hearing PRO over-the-counter hearing aids with Bluetooth® #1624, \$220 \$550

Keep unwanted noise out
These sleek OTC hearing aids from Sony sport a modern earbud-style appearance. They were developed in collaboration with WS Audiology and deliver clear, prescription-grade sound. The hearing aids can automatically adjust ambient noise to keep the sounds you need to hear front and center.
Sony CRE-E10 over-the-counter hearing aids with Bluetooth® #1543, \$249 \$299.99

Four unique hearing presets
Lucid Audio's Engage™ over-the-counter hearing aids sport a slim appearance. Their web-based hearing assessment takes just a few minutes and tells you which of the four built-in hearing presets to select. The Engages are also Bluetooth enabled for music streaming and hands-free calling.
Lucid Audio Engage over-the-counter hearing aids #2526, \$179 \$229.99

Plenty of battery for all day hearing help
Lexie and Bose collaborated to create their B2 over-the-counter hearing aids. You can use the Lexie app for on-the-fly sound adjustments that make self-fitting the hearing aids a breeze. Each of the B2s have a rechargeable battery that lasts for up to 18 hours before needing to be charged.
Lexie B2 Powered by Bose over-the-counter hearing aids #3041, \$179 \$299



OTC
Self-fitting or pre-set
Differentiation in
price, form factor,
features.

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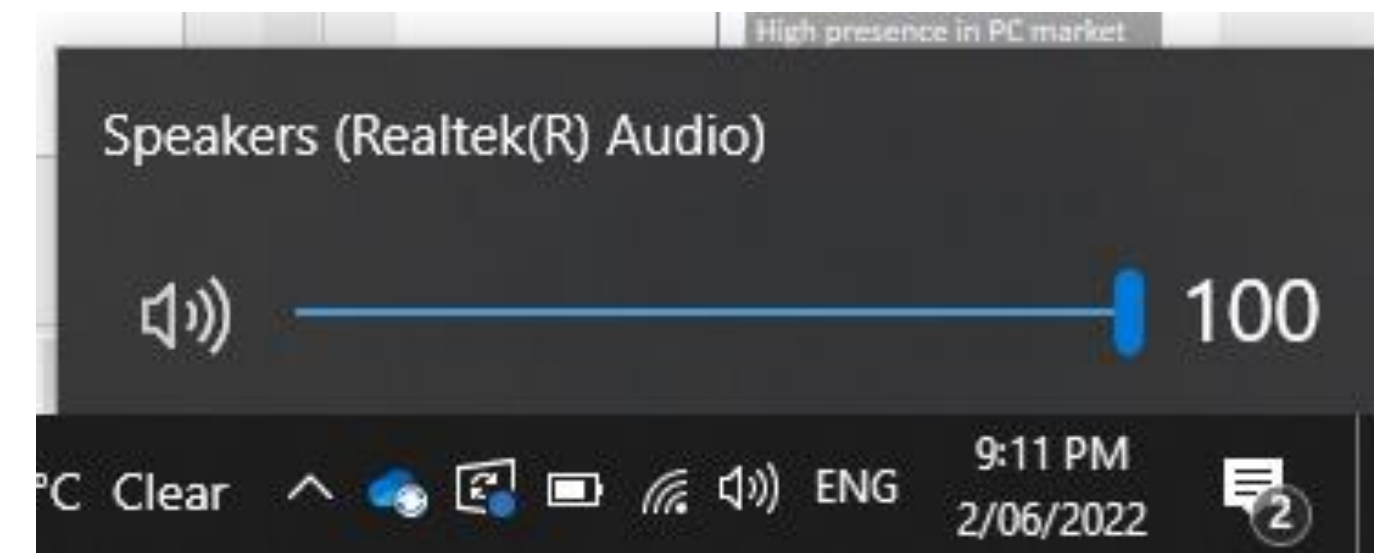
Understanding the Realtek Partnership

Who are Realtek

Realtek Semiconductor

Located in Taiwan's silicon valley, Realtek is a leading semiconductor company particularly in audio where they command a large market share

- Founded 1987
- Fabless Semiconductor company
- Annual sales of US\$3.8B
- Listed on Taiwan Stock Exchange - Market Cap ~US\$6B
- Approx. 6,300 employees (>86% in R&D)
- Unique in the industry – high audio presence, world #1 in audio codecs for consumer and PC
- Realtek sold 3.2B chips in 2021

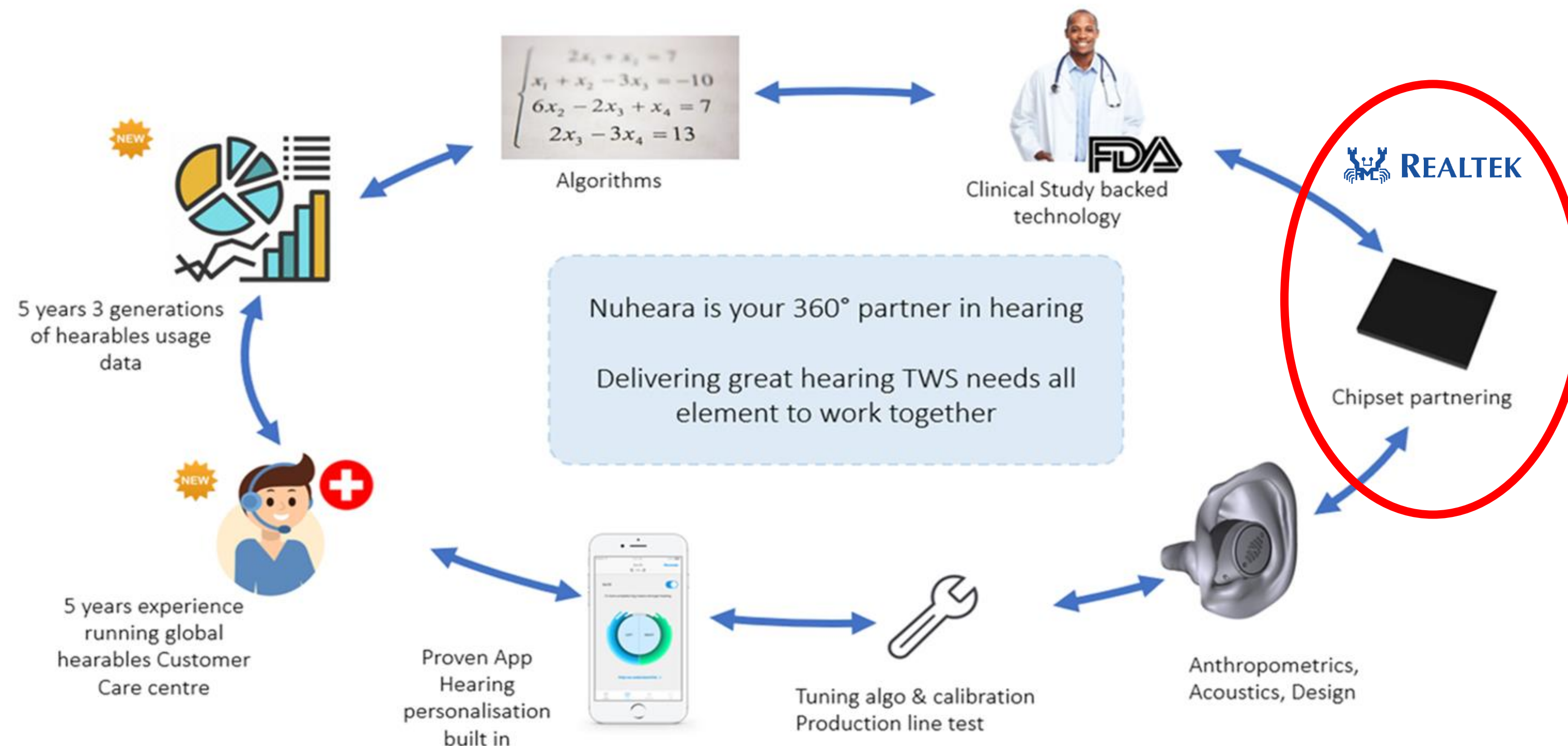


If you've ever seen this on your PC –
this is Realtek Semiconductor

Understanding the Realtek Partnership

Inserting the missing piece

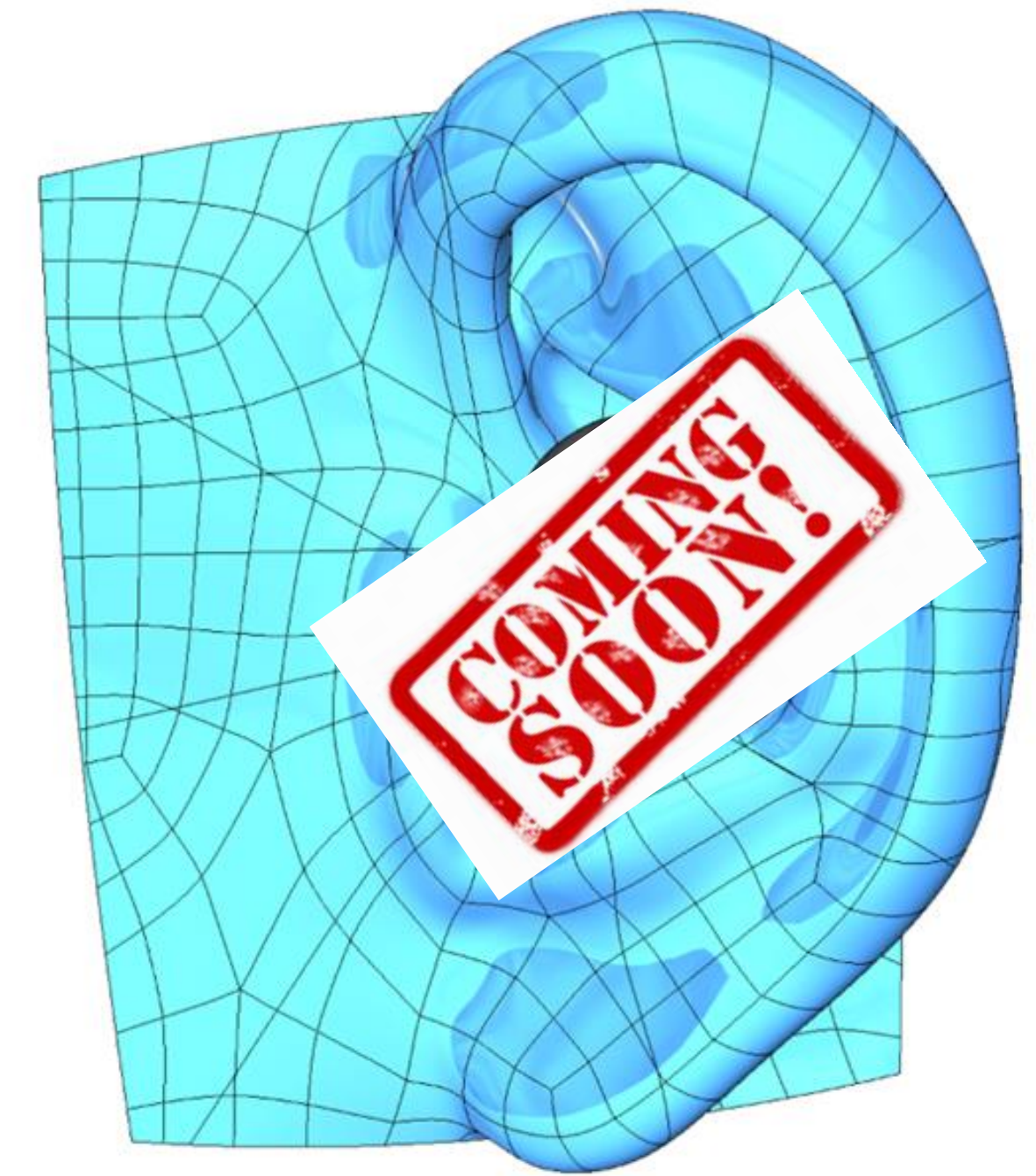
- Next generation (Gen 4) of Nuheara earbuds move from current 4 chips per ear (Gen 3) to single Realtek chip
- Nuheara has ported its hearing IP onto Realtek chip
- Nuheara now has equal footing with 5 major hearing aid companies that build their own hearing chips for their own supply



The OEM Opportunity

Next generation product

- Next generation earbud prototypes have been built and demonstrated to select clients under NDA at CES in January 2023
- Nuheara 360° end to end solution provides substantial OEM opportunity and competitive advantage
- Nuheara and Realtek sales teams now marketing Gen 4 medical device product platform
- Generated significant OEM interest for Nuheara with hearing, major healthcare and consumer electronics brands wanting to enter OTC hearing market with earbud form factor
- Platform also allowing for development of hearing profile solutions for consumer electronic products beyond earbuds



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All amounts in Australian dollars unless stated otherwise.

