

# ASX Announcement

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## CVS HEALTH NOW OFFERING HP HEARING PRO SELF-FITTING OTC HEARING AIDS

*Nuheara's HP Hearing PRO Now Available on CVS.com*

**PERTH, AUSTRALIA and BELLEVUE, USA:** Medical device and consumer electronics manufacturer, Nuheara Limited (**ASX:NUH**) (**Company** or **Nuheara**) is pleased to announce the extension of commercial availability of its *HP Hearing PRO* self-fitting OTC hearing aid through CVS Health's CVS.com in the United States commencing today. CVS Health is offering OTC hearing aid products online for its network of over 9,600 retail store's customers to gain access to affordable hearing aids, with HP Hearing PRO stock expected to be available for sale this week.

Nuheara's HP Hearing PRO is the first product cleared through the FDA's 510(k) process for both 874.3325 self-fitting and the 800.30 OTC hearing aid classifications under a new product classification code "QUH". Within the CVS Health OTC hearing aid range now being offered, HP Hearing PRO is the only FDA cleared self-fitting product that comes in a convenient and innovative earbud style.

The HP Hearing PRO self-fitting OTC hearing aid offers superb medical-grade hearing aid technology combined with the highly desired features of wireless ear buds into a multifunctional device. The HP Hearing PRO is a CES® 2023 Innovation Awards Honoree award winner.

Co-founder and Managing Director of Nuheara, Justin Miller, stated, "CVS.com offering HP Hearing PRO will benefit the over 40 million Americans who experience mild-moderate hearing loss. Accessibility to hearing health is a core part of Nuheara's mission, and that's why HP Hearing PRO is the only FDA cleared self-fitting OTC hearing aid that's available today for both iOS and Android platforms, alongside the many features that earned the HP Hearing PRO multiple awards at CES earlier this year."

US-based VP of Sales and Marketing, Tony Sulsona, stated, "CVS.com is a leading provider of cost-friendly healthcare solutions for millions of Americans. Purchasing our FDA-cleared self-fitting OTC hearing aid from a trusted online pharmacy will provide benefit to those with mild-moderate hearing loss with easy online ordering. We are excited to partner with CVS Health in this first step to wider expansion through America's leading health solutions company."

HP Hearing PRO can be purchased through CVS Health in the US at [www.cvs.com](http://www.cvs.com).

Further information can be found at [www.HPHearingPRO.com](http://www.HPHearingPRO.com).

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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. In 2022, Nuheara's HP Hearing PRO was the first product cleared through the FDA's 510(k) process for both 874.3325 self-fitting and the 800.30 OTC hearing aid classifications under a new product classification code "QUH".

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/>.

**ABOUT CVS HEALTH**

CVS Health Corporation is an American healthcare company that owns CVS Pharmacy, a retail pharmacy chain; CVS Caremark, a pharmacy benefits manager; and Aetna, a health insurance provider, among many other brands. The company is one of the world's largest healthcare companies, and its headquarters are in Woonsocket, Rhode Island.