NUHEARA

Hear that sound

Nuheara Limited
Annual General Meeting

14th October 2021

Agenda

Nuheara - pioneers of the Hearable

Innovation that continues to change lives through the self-fit consumerisation of hearing

2017 | **IQbuds**
Gen1 Hearing buds with Speech In Noise Control (SINC)

IQbuds

ASP $231

2018 | **IQbuds BOOST**
Gen2 Hearing buds with Ear ID and NAL-NL2

IQbuds BOOST

ASP $401

2019 | **IQstream TV**
Delivers direct and clear TV audio to IQbuds range
FY21 attachment rate 39%

IQstream TV

2020 | **IQbuds² MAX**
Gen3 Hearing buds with ANC and advanced hearing features. Multi-award winning

IQbuds² MAX

ASP $405

2021 | **OEM HP Inc.**
Nuheara developed and manufactured HP Elite Earbuds designed for use with HP notebooks

OEM

2022* | **IQbuds Hearing Aids**
Clinical trials announced Aug 2021 with expected product availability 2022*

IQbuds
Hearing Aid Range

Nuheara has strategically positioned itself to deliver growth in the emerging self-fit hearing device market

Strengthened our self-fit hearing market position

FY21- Breakout global growth in a challenging year

TIME BEST INVENTIONS 2020

FINANCIAL REVIEW BOSS MOST INNOVATIVE COMPANIES

CES INNOVATION AWARDS 2020 HONOREE – WEARABLES

CES INNOVATION AWARDS 2020 HONOREE – HOME AUDIO/VIDEO COMPONENTS & ACCESSORIES

CES INNOVATION AWARDS 2020 HONOREE – HEALTH & WELLNESS

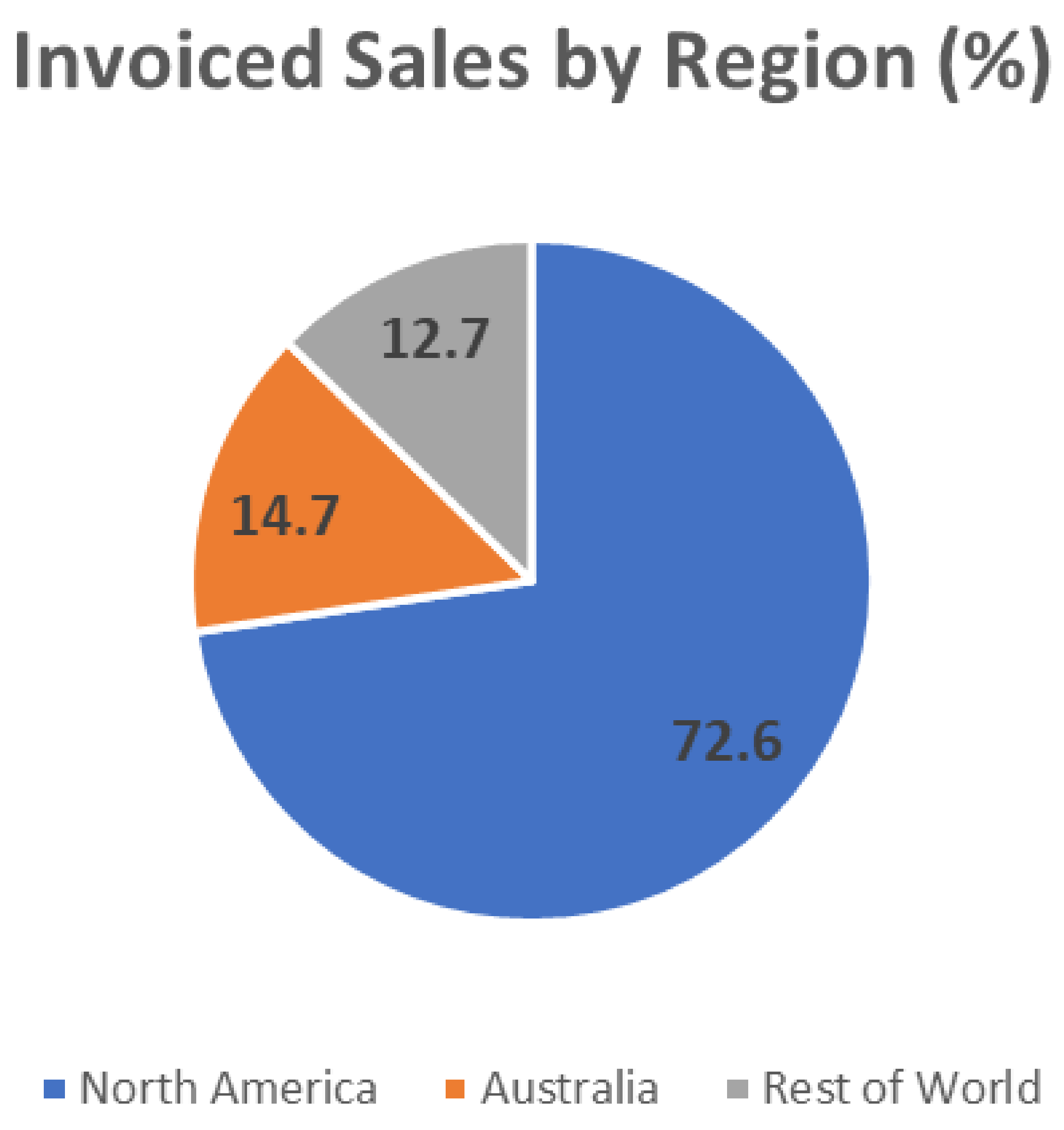
Consumer Technology Association – Company of the Year 2021

- **Leading complex hearing innovation** in growth markets with high barriers to entry
- **Significant Omni-channel revenue growth** in predominantly international markets in Direct-To-Consumer, Traditional Retail and OEM sales channels
- **Clear strategy** to scale business across multiple global sales fronts within both product and services categories
- **Developed key strategic relationships** with global leaders in emerging technology and retail markets
- **Proven the acceptance of hearables** category and form factor, laying the foundation for entry into medical devices and the emerging self-fit hearing aid market

FY21 sales up 517% on FY20

Omni-channel sales strategy delivers substantial growth

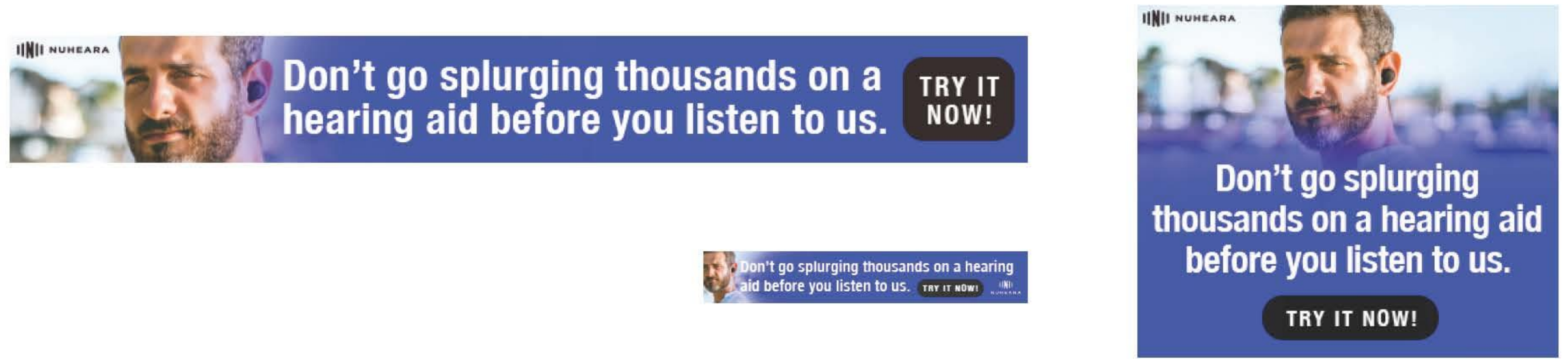
- ✓ Strong global growth with 85% of all sales being international
- ✓ Highly successful DTC sales campaigns have driven strong North America growth
- ✓ First shipment of Nuheara co-developed and manufactured Elite Wireless Earbuds to HP
- ✓ Recovery commences in traditional brick and mortar sales channel
- ✓ Preparing to further scale as a medical device company, with clinical trials of self-fit hearing aids in earbud form factor



Raising Nuheara's awareness

Marketing driving global adoption

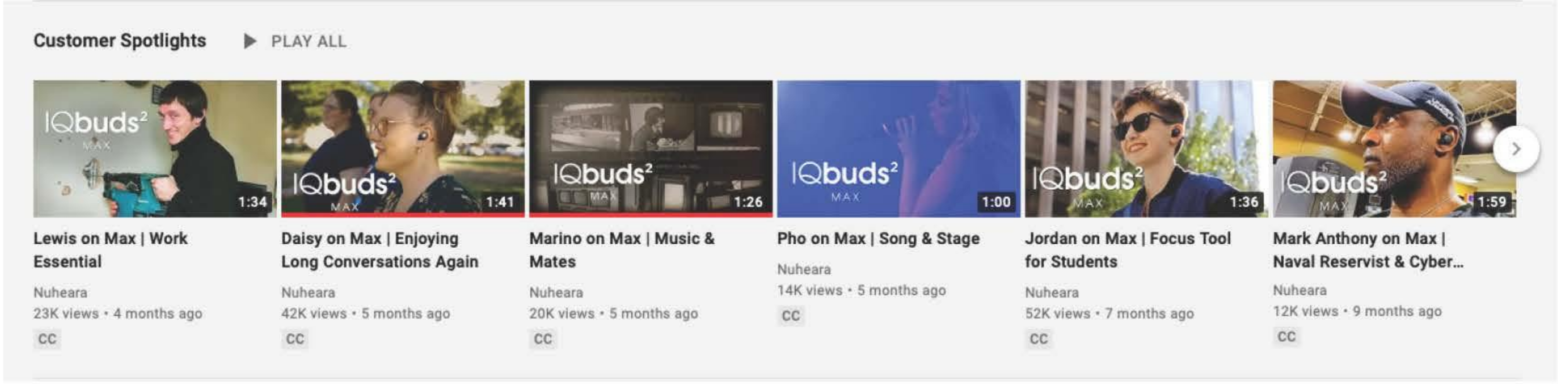
DIGITAL



PRINT

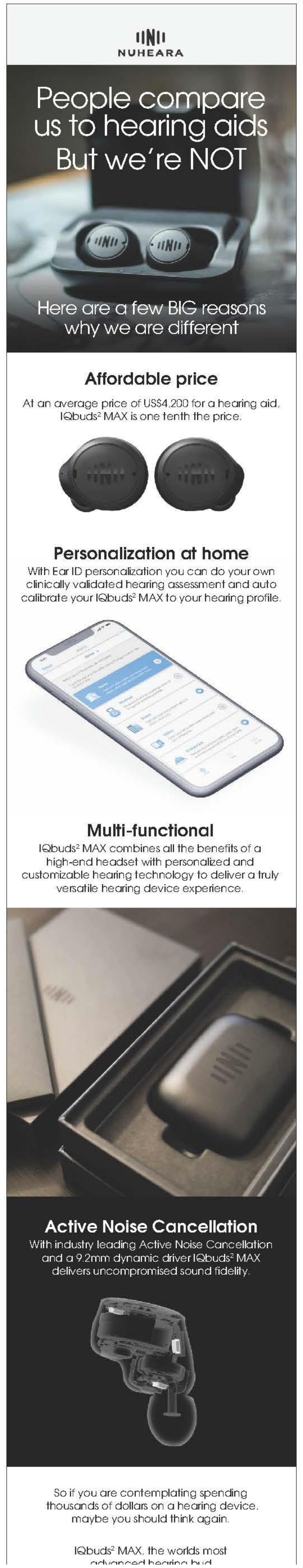
GLOBAL INNOVATION AWARDS

CUSTOMER SPOTLIGHT VIDEOS



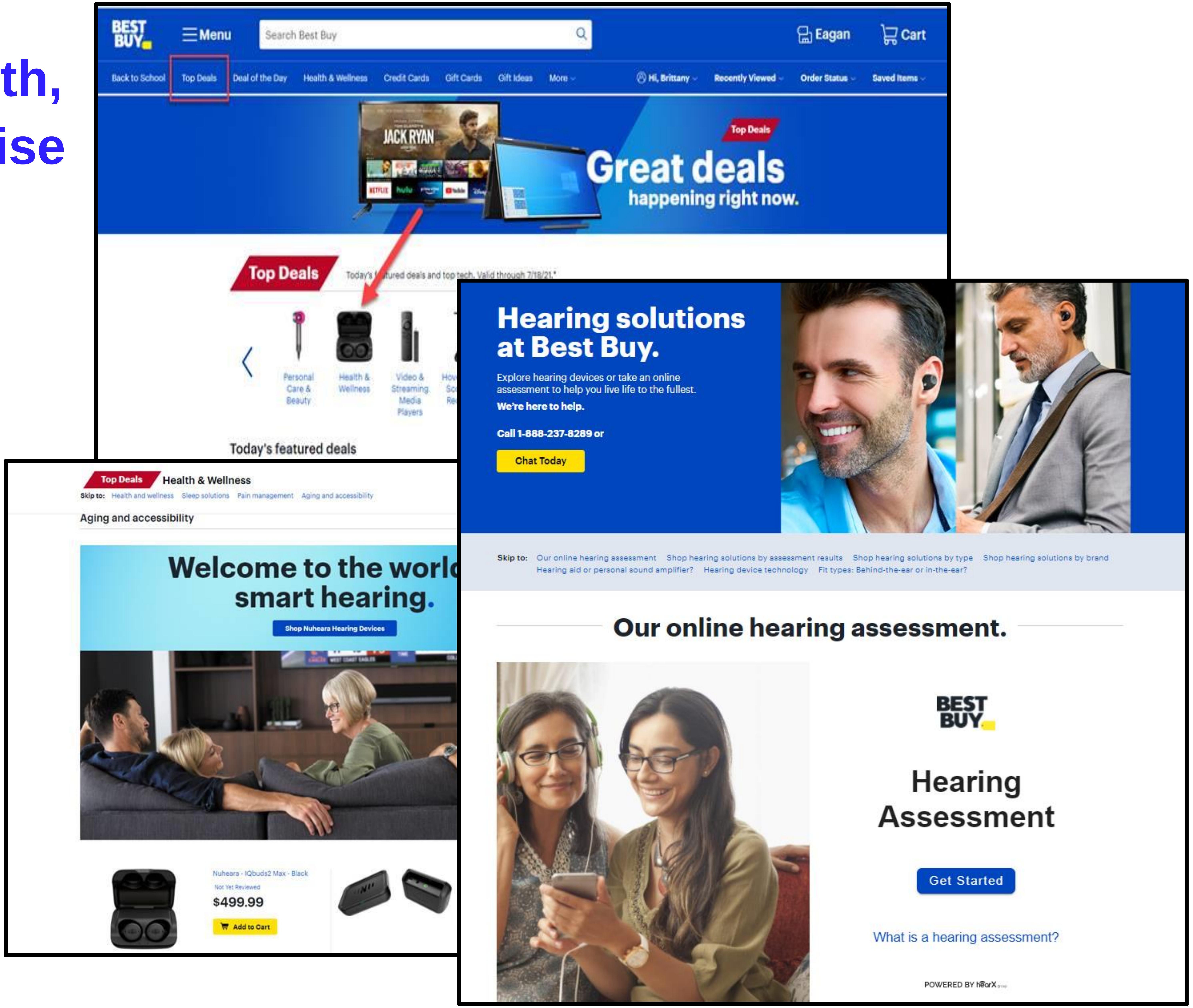
TV AND VIDEO ON DEMAND

EMAIL MARKETING



Online sales has driven growth, with traditional retail on the rise

- ✓ Direct To Consumer (DTC) sales mainstay of IQbuds² MAX global growth (www.nuheara.com)
- ✓ Traditional retail partners improving on-line sell through
- ✓ Brick-and-Mortar showing green shoots of recovery as store-based retail sales return
- ✓ Best Buy has 5 Year “Hearing Retail” journey with Nuheara
- ✓ Best Buy new “Hearing Solutions” category launched last week
- ✓ Hearing is becoming a mainstream retail category



Agenda

Smart Hearing with Hearables and Hearing Aids

Deliver self-fit hearing devices, with features tailored to varying consumer needs, across increasing price points

Advanced Hearing Technology and high personalisation

Up to US$1500

New Regulated Hearing Aids

IQbuds²
PRO

- Full featured Hearing Aid for global markets
- Target greater hearing loss with higher device functionality
- Retain/Reach new customers at higher price points

IQbuds²
OTC

- New US only category for Over the Counter Hearing Aids
- Simple low cost hearing aid with self set-up
- Target mild to moderate hearing loss

EXPENSIVE HEARING AID SOLUTIONS

(Average US$4,672 per pair[1])

Up to US$500

Current Unregulated Hearables

IQbuds²
MAX

- World leading hearing bud (Third generation)
- Full featured ear bud with augmented hearing technology
- Entry point into Nuheara brand and ecosystem

Low Budget

($ & Time)

NUHEARA

Branded OEM Products

High Budget

($ & Time)

- Work with large brands such as HP to deliver leading edge products
- Reach new scale & lower price points in consumer electronic markets
- Target personalisation of hearing/listening in premium headphone market

PREMIUM HEADPHONES

($300-$500 per pair)

Limited Hearing Technology and no customisation

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

Breaking down the barriers to hearing device adoption

Nuheara and its retail partners are addressing the significant limitations

Traditional Hearing Aids

X High Stigma
- Attempting to hide device
- Unattractive
- Older clientele (average 72 years)

X High Cost
- Average cost US $4,672 per pair

X Highly inconvenient
- Disempowering process
- Time consuming clinic visits

X Non-scalable
- Lack of trained dispensers to meet fitting and servicing needs

Self-fit Hearing Buds

✓ Low Stigma
- Look like younger crowd
- Stylish
- Younger clientele (Nuheara average 53 years)

✓ Low Cost
- Sub US $1,000 per pair

✓ Highly convenient
- Self help, empowering process
- Home delivered
- DTC or mainstream retail

✓ Highly scalable
- Use of technology to automate audiological process and reach many

Key Priorities for 2022FY

- ✓ Maintain the growth in DTC sales of IQbuds² MAX and accessories with new campaigns, across multiple geographies
- ✓ Broaden the geographical reach and improve the sell through of traditional retailers
- ✓ Increase shipping of OEM products
- ✓ New hearing aid product developments, backed by new regulation, to broaden hearing customer reach and maximise sales opportunities
- ✓ Gain consistent returns from the diversified revenue streams offered by each of the omni sale channel pillars

CHANGING THOUSANDS OF LIVES AROUND THE WORLD

NUHEARA

Hear that sound

THANK YOU

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