

# ASX Announcement

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## NUHEARA APPOINTS JOHN LUNA AS GLOBAL BUSINESS DEVELOPMENT MANAGER

Nuheara Limited (ASX: NUH) (Company or Nuheara), transforming the way people hear by creating smart and affordable hearing solutions, is pleased to announce that it has appointed John R. Luna as Global Business Development Manager, effective immediately.

Based in the United States, Mr. Luna has spent most of his career in senior management and executive leadership positions, specialising in business development, sales and commercialisation of medical device and hearing healthcare products.

Over his career he has been responsible for generating over \$200 million in revenue.

Most recently, Mr. Luna held CEO, COO and CBDO roles with iHEAR Medical Inc. and EARGO, respectively. His prior experience included leadership roles with established and emerging growth companies that disrupted hearing healthcare business models, including InSound Medical's Lyric™ device.

Commenting on the appointment, Nuheara Co-founder & CEO Justin Miller said: "We are excited to welcome John to Nuheara's senior management team at this pivotal time as we scale globally. John's proven industry track record in establishing new business channels, partnerships and commercialising hearing healthcare products that take on legacy players will play a strong role in Nuheara's growth strategy. This is particularly important in further developing our extensive range of global opportunities, outside of the Direct To Consumer [DTC] market, with traditional retailers and OEM prospects."

On joining Nuheara, John Luna said: "I am delighted to join Nuheara's talented executive team, having admired how Nuheara has set itself apart to create a true hearing healthcare business. I'm looking forward to adding value to Nuheara's focus on smart hearing solutions that are affordable and accessible to the hundreds of millions of people worldwide who suffer from varying hearing challenges. Nuheara is at an inflection point in growth, with strategic opportunities from around the world coming into focus as the hearing wearable device or "hearable" market grows. Nuheara has impressively proven its technology and is without a doubt at its prime to scale to meet consumer and partner demand."

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**AUTHORISED BY:**

Justin Miller  
Managing Director and CEO  
Nuheara Limited

**INVESTOR AND MEDIA ENQUIRIES:**

Ronn Bechler, Market Eye  
Email: [ronn.bechler@marketeye.com.au](mailto:ronn.bechler@marketeye.com.au)  
Phone: + 61 400 009 774

**ABOUT NUHEARA**

Nuheara is a global leader in smart hearing technology which change people's lives by enhancing the power to hear. Nuheara has 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 Stock Exchange (ASX).

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 IQbuds<sup>2</sup> MAX. Nuheara products are now sold Direct to Consumer (DTC) and in major consumer electronics retailers, professional hearing clinics, pharmacies and optical chains around the world.

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/>.