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Nuheara Limited  
Annual General Meeting

14<sup>th</sup> October 2021



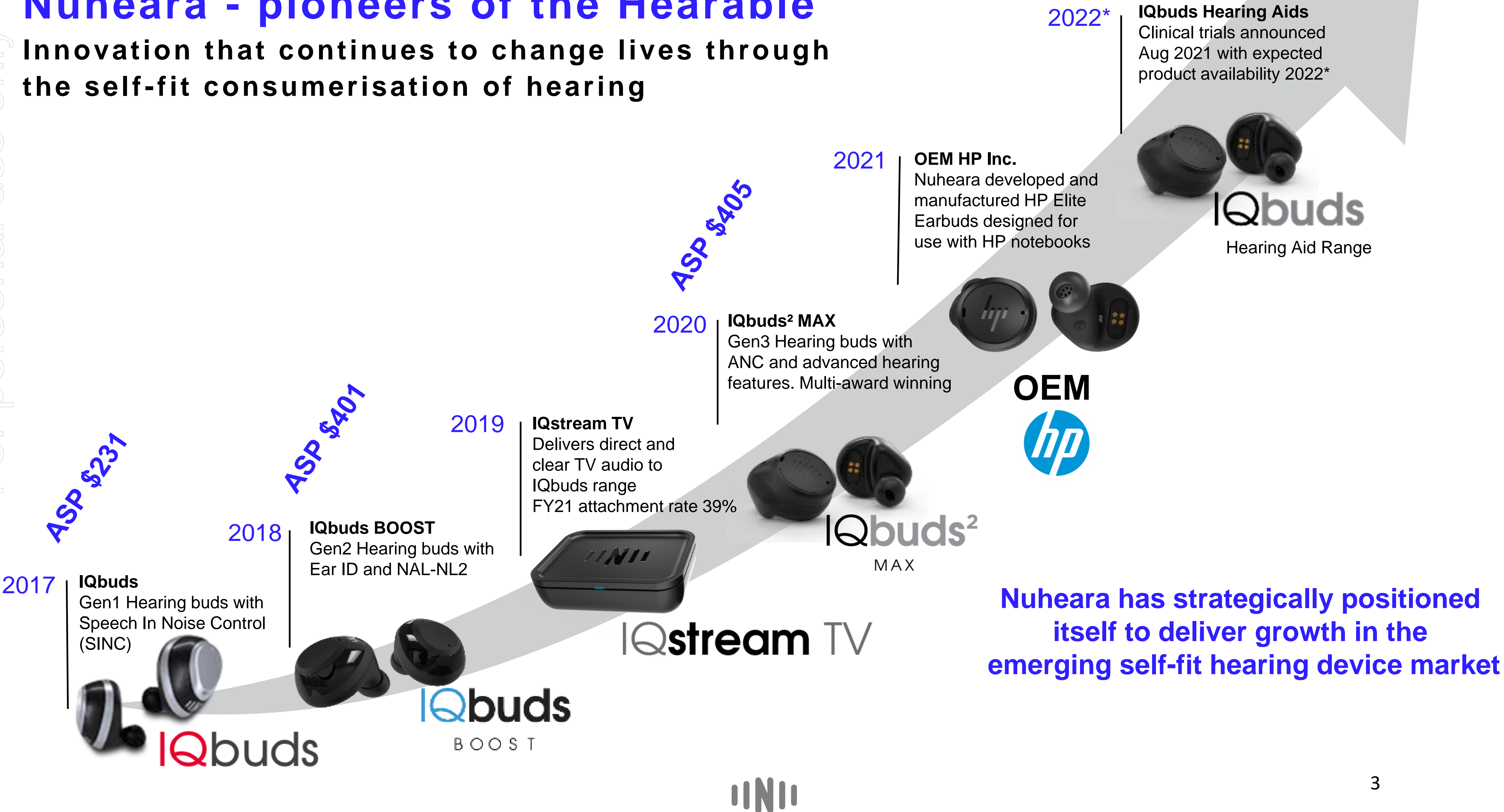
# Agenda

01	Self-fit hearing pioneers - doing what we said we would do in FY21	03
02	Growth Strategy - Where to in FY22	09



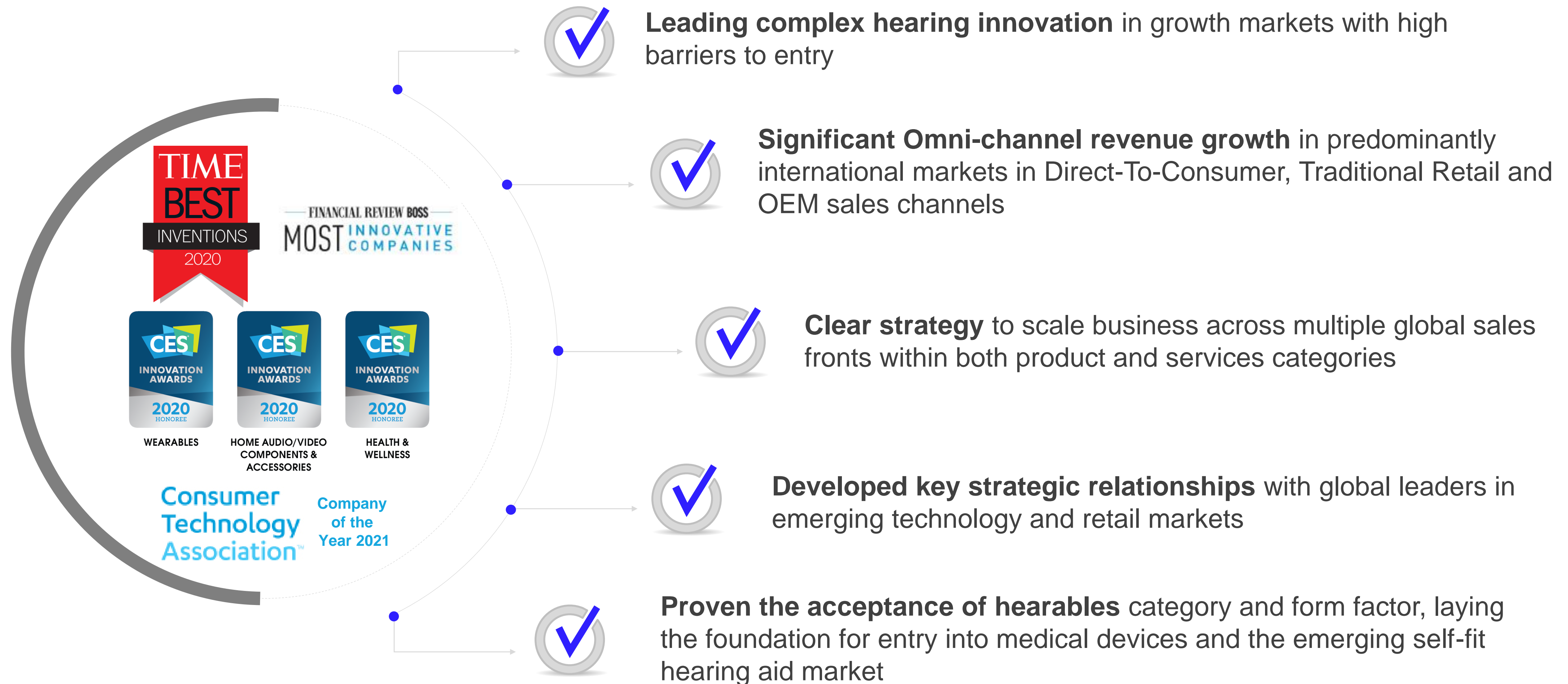
# Nuheara - pioneers of the Hearable

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



# Strengthened our self-fit hearing market position

FY21- Breakout global growth in a challenging year

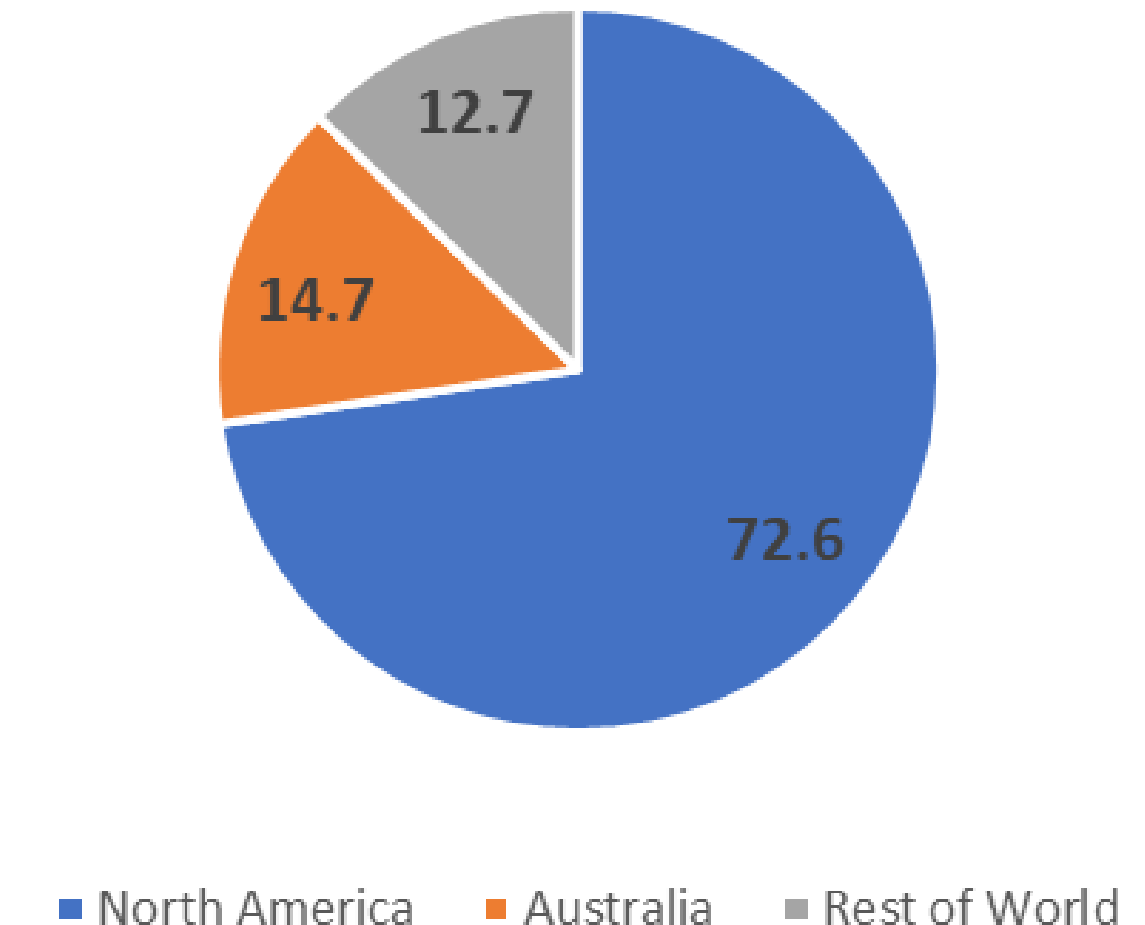


# FY21 sales up 517% on FY20

## 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

Invoiced Sales by Region (%)

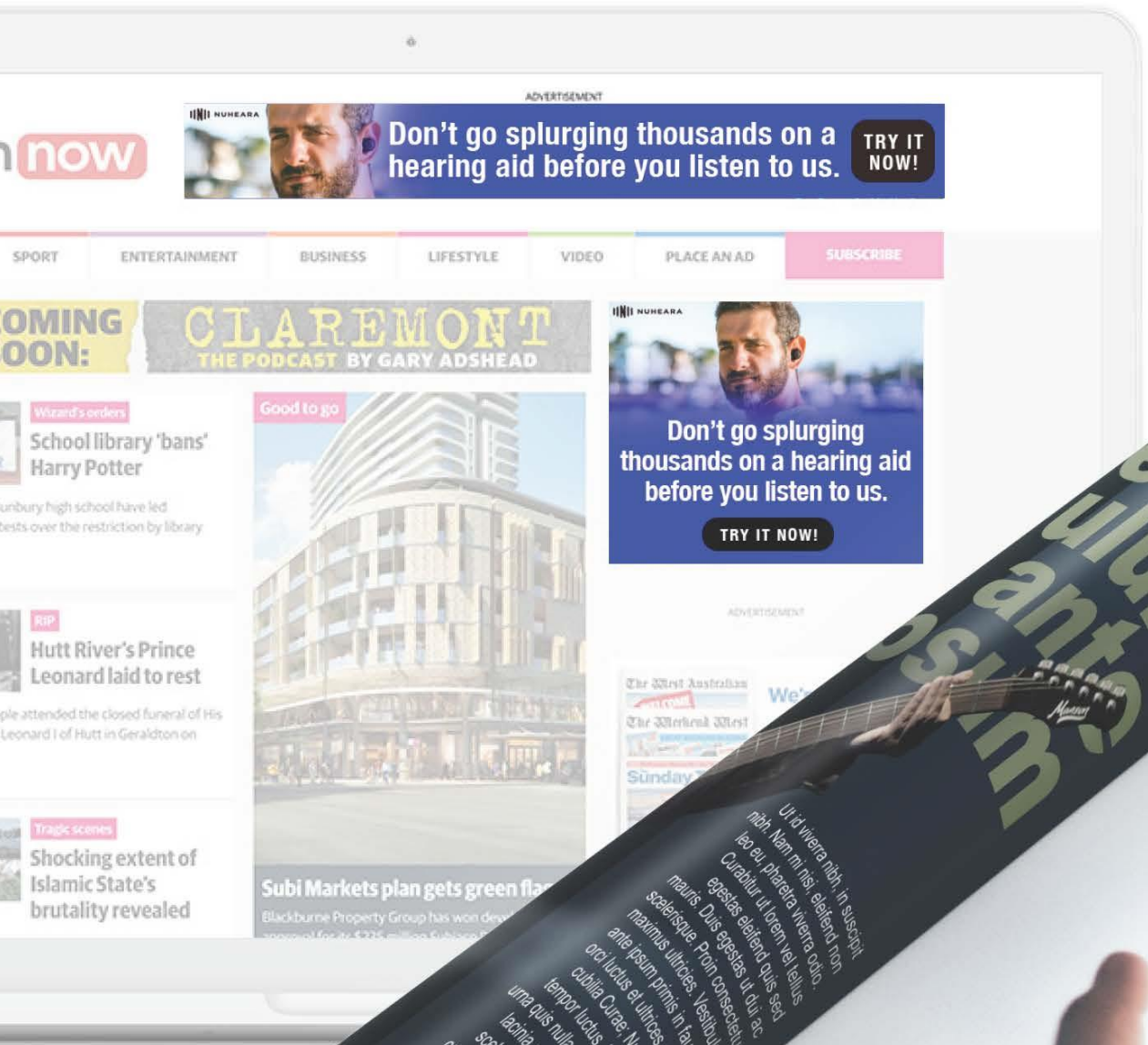
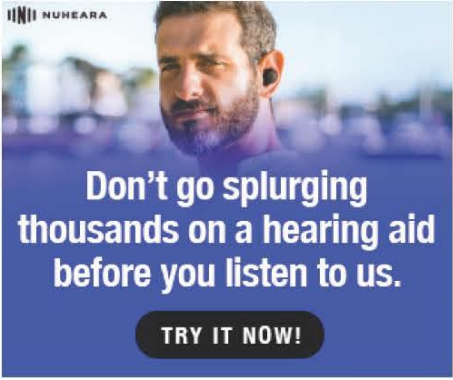


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# Raising Nuheara's awareness

## Marketing driving global adoption

### DIGITAL



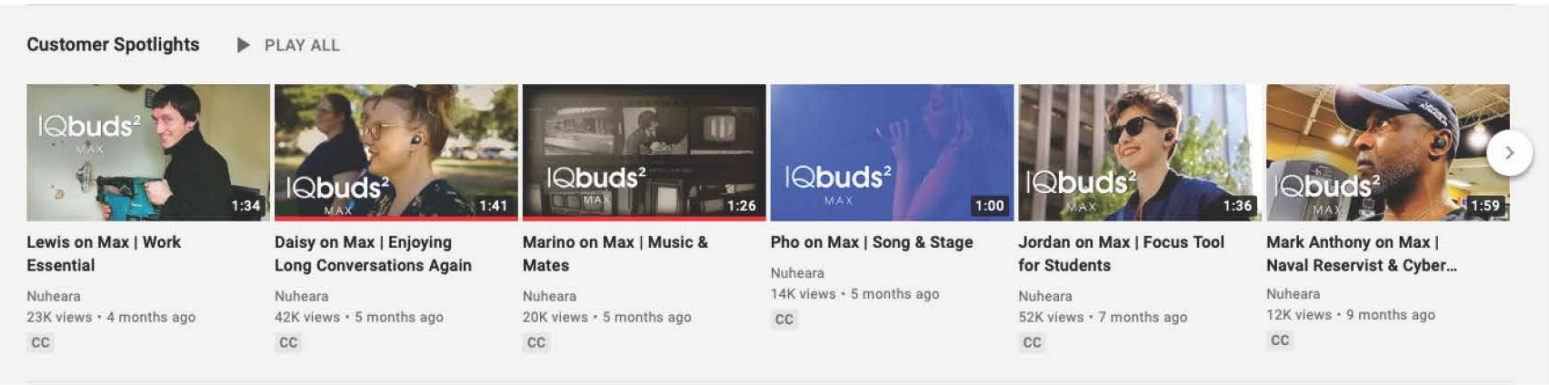
### PRINT



### GLOBAL INNOVATION AWARDS



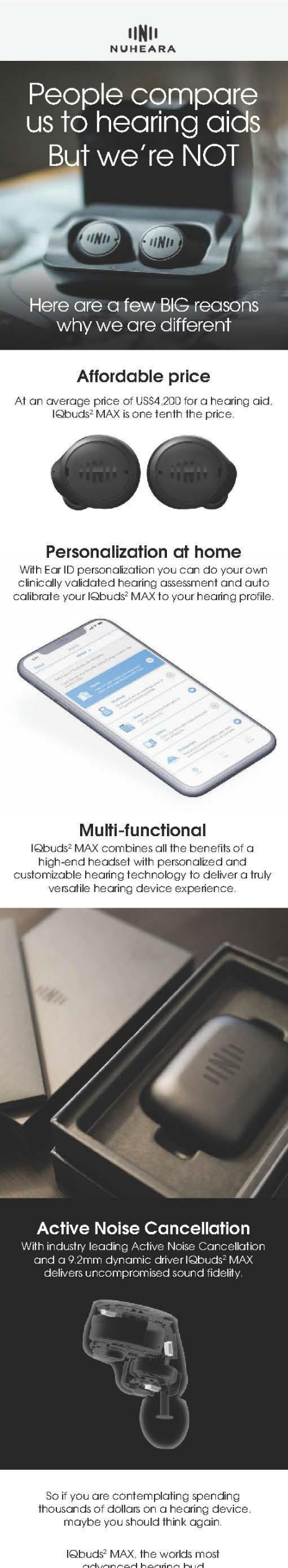
### CUSTOMER SPOTLIGHT VIDEOS



### TV AND VIDEO ON DEMAND

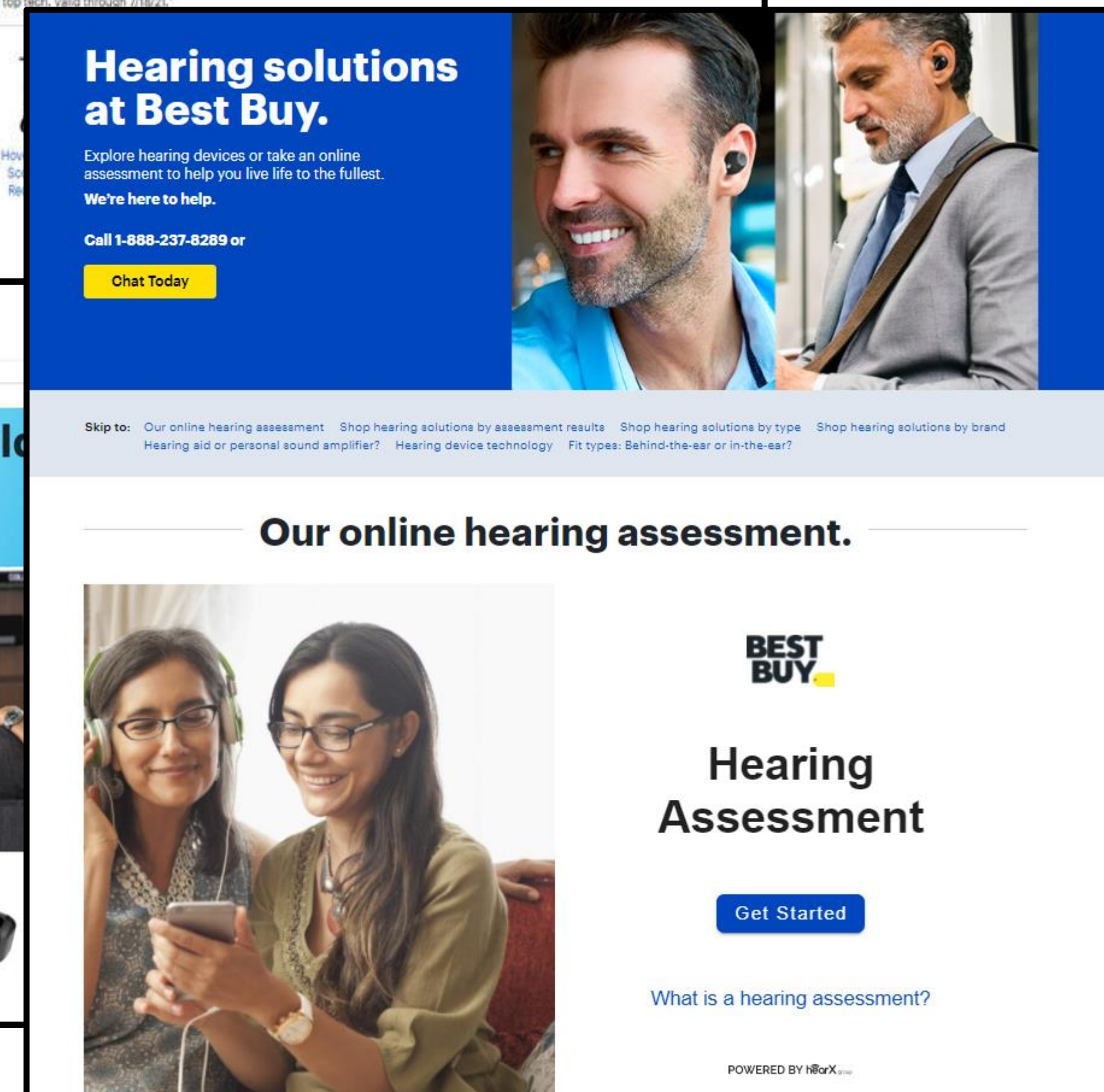
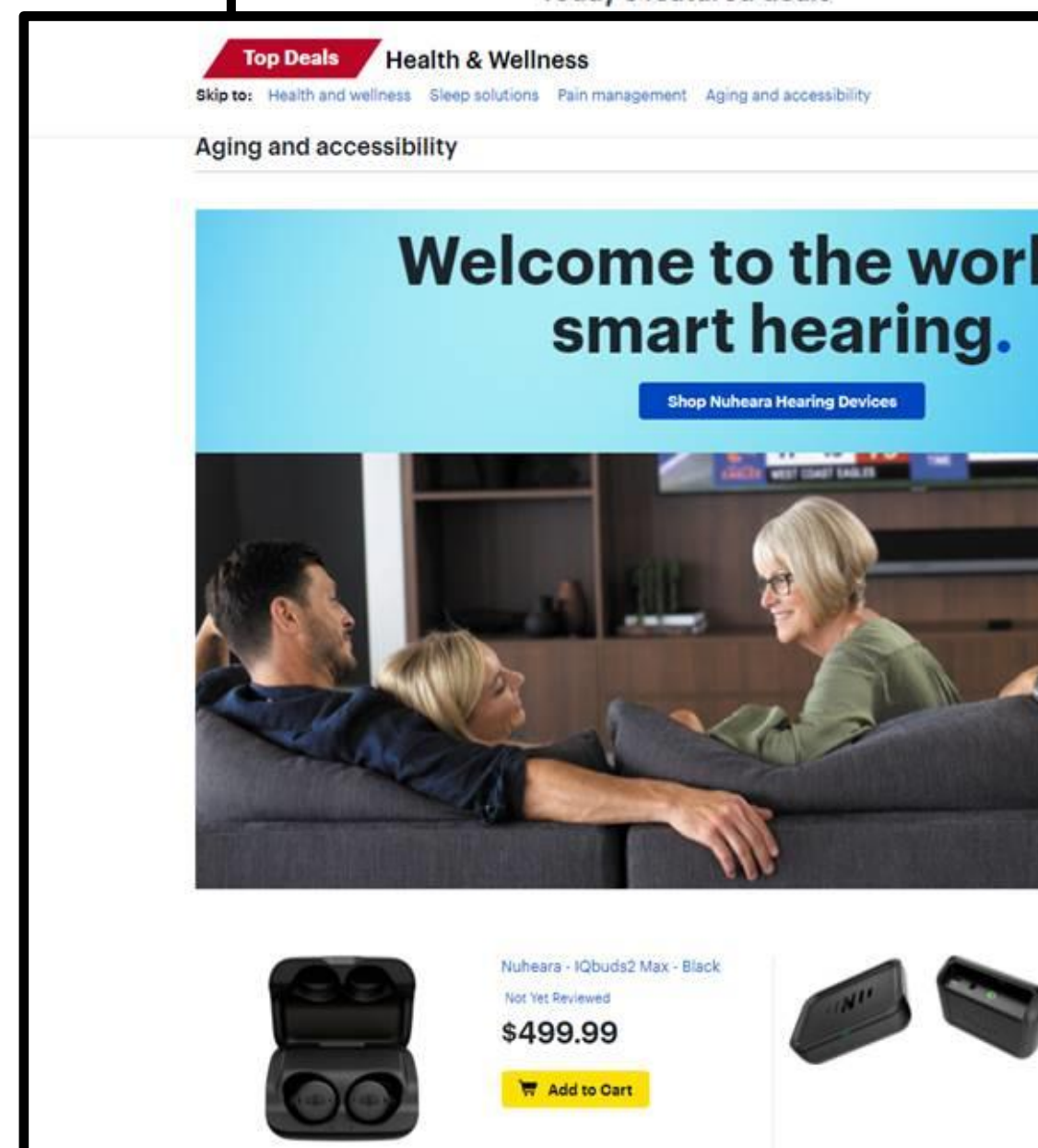
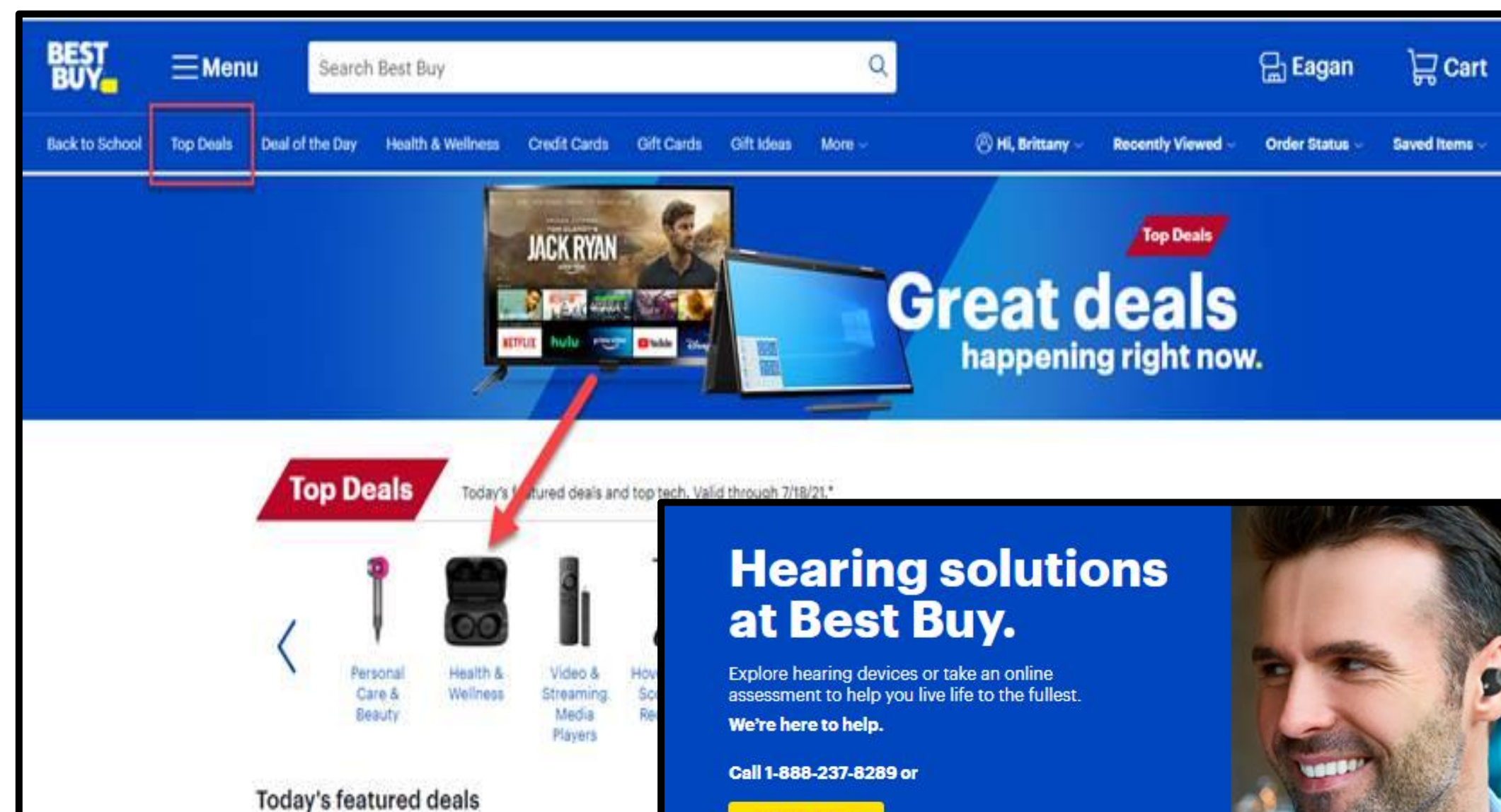


### EMAIL MARKETING



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

- ✓ Direct To Consumer (DTC) sales mainstay of IQbuds<sup>2</sup> 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



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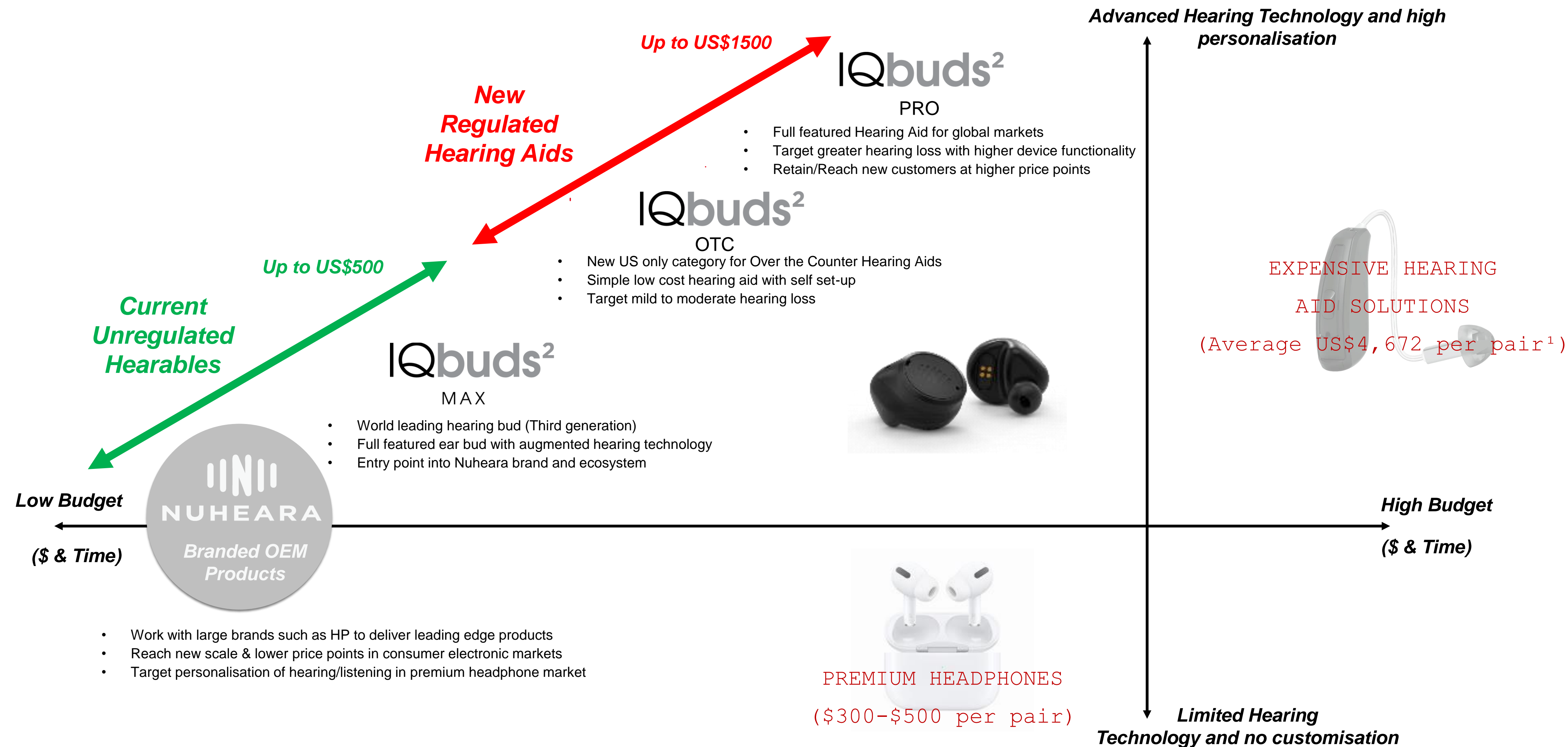
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# Smart Hearing with Hearables and Hearing Aids

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

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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

### ✗ High Stigma

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

### ✗ High Cost

- Average cost US \$4,672 per pair

### ✗ Highly inconvenient

- Disempowering process
- Time consuming clinic visits

### ✗ 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 IQbuds<sup>2</sup> 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

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**NUHEARA**  
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THANK YOU

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