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**NUHEARA PRESENTATION, WEARABLE WORLD CONGRESS**

Please see attached Nuheara presentation, Wearable World Congress, San Francisco 19-21 May 2015.

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**WHAT YOU WANT**  
**TO HEAR**

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# Overview

- Nuheara operates in the high growth consumer Wearables market which is predicted to explode over the next 3 years. Research group CCS Insights forecasts new shipments will grow from 10 million units in 2013 to 135 million in 2018, representing a Compound Annual Growth Rate (CAGR) of 69%.
  - Nuheara is developing proprietary hardware and software to deliver multi-functional audio Wearable technology that augments a users hearing and facilitates cable free connection to smart devices.
  - Nuheara's audio Wearable device (ear-bud) will provide a best of breed technology platform for app developers to deliver voice enabled solutions across a range of consumer driven needs and associated smart devices.
  - Partnership with Curtin University of Technology in Western Australia to co-develop proprietary technology.
  - World's leading wearables technology incubator, *Wearable World*, retains shareholding and is assisting Nuheara's market development program.
  - Nuheara management team members include Justin Miller (based in Perth) and David Cannington (based in San Francisco). Justin was Founder and CEO, and David - Global Chief Marketing Officer of successful international industrial hearing technology company, Sensear.
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# The Wearables Market

## Experiencing Explosive Growth



## Current Industry Leaders



JAWBONE®



# Wearables growth triggers

In order to sustain the predicted growth, research group IDC insists that wearables must overcome the following growth triggers:

## 1. Provide function with and without Smartphone.

- ✓ Nuheara connects to all voice enabled digital devices and delivers advanced levels of hearing in the physical world.



## 2. Be considered cool.

- ✓ Nuheara is expanding the mass consumer adoption of wearing ear buds and headphones in daily life.

## 3. Be useful to peoples daily lives by solving real world problems.

- ✓ Nuheara augments hearing in multiple situations to deliver real time benefit to users.

# Committed Team



**David Cannington**  
**Co-Founder**  
**San Francisco**

20+ years global sales and marketing experience  
Global CMO of Sensear.



**Justin Miller**  
**Co-Founder**  
**Perth**

Founded and grown 3 technology companies over the last 20 years.  
Founder and CEO of Sensear



**Prof. Sven Nordholm**  
**Chief Scientist**  
**Perth**

Leading authority in Acoustic DSP  
Published 100+ papers, lead 6+ patents  
Inventor of Sensear technology.



**Prof. Kevin Fynn**  
**Chief Technologist**  
**Perth**

Head of Electrical Engineering and Computing, Curtin Uni.  
Co-founded hearing technology start-ups Sensear & Hearmore.

The Nuheara team invented, commercialized and built the world's first global industrial wearable device company with award winning innovative speech enhancement and noise suppression technology

# Our experience



## Business

- ✓ Cost efficient commercialization capability
- ✓ How to build a passionate culture and global team
- ✓ How to generate \$M's in revenue
- ✓ Building quality hearing technology is very difficult

## Product

- ✓ World class speech separation technology is our pedigree
- ✓ Needs to do more than amplify speech and provide Bluetooth
- ✓ Connectivity is a critical success factor

## Consumer

- ✓ Consumers want to be connected and in control of their lives
- ✓ When you can't hear, it seriously impacts your life and you feel disconnected
- ✓ Moderate hearing loss is a personal health problem looking to be solved

**50+ combined years of hearing technology development and commercialisation**

# Consumer problems

We live in a noisy world that often overwhelms our hearing and ability to communicate



We have to connect to our digital world with handsets, cables and fingers

Consumers are looking for a better way to connect to their digital and physical world



# The Nuheara Solution

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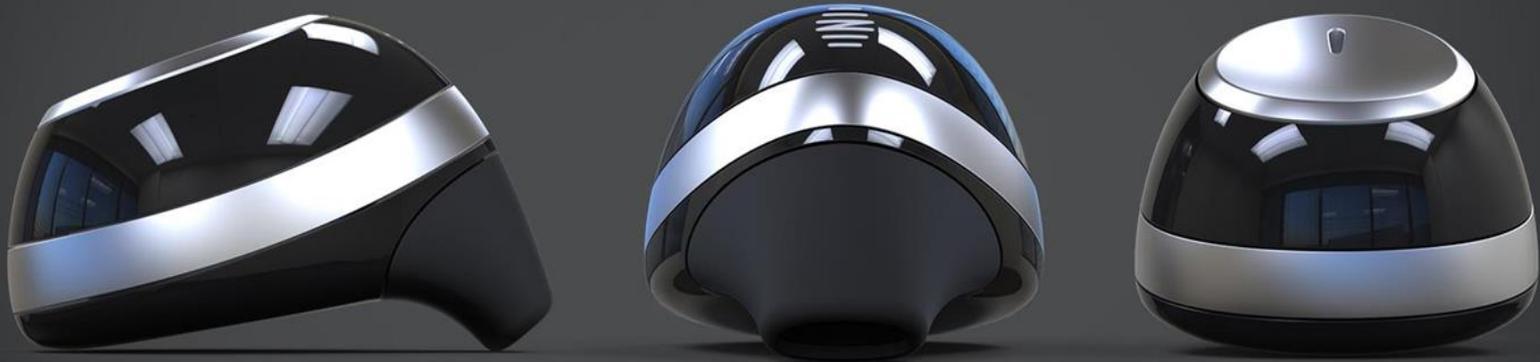
Seamlessly  
**Listen, Communicate and Connect**  
to your physical and digital world



# Nuheara is multifunctional



Assisted  
Listening Device + Bluetooth  
Earpiece + Noise  
Cancelling  
Headset + Extension of  
Voice Apps  
& IoT



Hear what you want to hear  
When you want to hear it

# Adaptive Augmented Hearing

- Advanced speech processing technology
- Seamlessly hear and communicate in your physical and digital worlds
  - Wireless connectivity

## COMMUNICATE

- Crisp & Clean Sound
- Bluetooth Headset
- No cables
- In Ear Microphone
- Use hands free
- Voice control (Siri & Google Voice)
- Recharge on the go



## CONNECT

- Adjust & save personal settings for optimal hearing experience
- Nuheara App for iOS, Android and Windows
- Use with one or two ear pieces
- Comfort fit with 3 size options

## LISTEN

- Smart hearing with external microphone
- Suppress background noise
- Elevate level of others speech
- Retain full 3D (spatial) situational awareness
- Connect to your music, TV and other devices

# Nuheara's Customers



## Early Adopters

Consumers who have hearing issues but aren't ready for a hearing aid

>40 Million (North America and Australia)



## Broad Market Appeal

Consumers who want to stay connected to their smart devices with latest wireless hearing devices

>100 Million (North America and Australia)

# What's included



- Two tap-controlled hearables that fit comfortably in your ears
- A small convenient charging case for on-the-go charging
- A mobile app that gives you control to set your personalized Nuheara hearing experience

# Intellectual Property



## How does Nuheara deliver Adaptive Augmented Hearing?

- Nuheara's Intellectual property currently consists of trademarks and trade secrets. However, as a result of its ongoing development process, Nuheara is expecting to finalise and lodge any patent applications prior to pilot production runs commencing in mid 2016
- Nuheara has entered into a partnership with **Curtin University of Technology** who have a proven background in research, development and testing of advanced audio digital signal processing technologies.
- This collaborative research and development effort with Curtin will deliver new processing techniques and intellectual property for augmented hearing, with communication capabilities, for a range of consumer applications.

# Market Taxonomy



## Hearing Aid Potential Disruption



## Wearables Platform Portfolio Enhancement



## Bluetooth Headphones

Technology/Product  
Enhancement



# Current & Future Development

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## Current Status....

**Nuheara is currently in prototype development stage, having produced its first physical prototypes and commenced software development, with full commercial production anticipated to be completed by end of 2016.**

## Beyond Nuheara's first product release....

- **Nuheara new releases could include added hardware functionality:**
  - As Battery technology improves so does the prospect of upgrades for longer life
  - In-ear Sensors to monitor and record pulse, blood pressure, temperature
  - External sensors to monitor and record environmental conditions, location (GPS)

# Nuheara the platform

- Our aim is to make Nuheara the platform of choice for the worlds voice enabled software developers.
- A Software Development Kit (SDK) will be released by Nuheara to third party App developers on the first product release.



- **New smart device App examples could include:**
  - Translating languages on the fly
  - Personal tour or sightseeing guide
  - Medical or Fitness coach prompting through analyzing sensors.



**NUHEARA**  
LISTEN COMMUNICATE CONNECT



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