

June 3, 2022

ASX ANNOUNCEMENT

Audeara Partners with Specsavers (Fast Growing Audiology Network)

Audeara Limited (ASX:AUA) ('Audeara' or 'the Company') is pleased to announce it has signed a reseller agreement with Specsavers Pty Ltd ('Specsavers'), Australia's fastest growing audiology network.

Specsavers is a wholly-owned subsidiary of Specsavers International Healthcare Ltd ('Specsavers International'). This agreement represents Audeara's second largest audiology network relationship.

Audeara's Founder and CEO, Dr James Fielding, commented:

"Audeara is particularly pleased to be working with Specsavers to provide our world-leading solutions to a company with shared values, to help people regain the joy of better hearing, and helping make early intervention more accessible to Australians with hearing loss.

In addition to the expansion in clinics stocking our products, Specsavers provides exposure to an even wider customer base, expanding our reach beyond traditional audiology clinic customers," he said.

CLINIC NUMBERS

Under the terms of the agreement, Audeara's products will be available for sale throughout Specsavers' 238 current locations offering audiology services. This agreement will lead to an increase of the total number of Australian audiology clinics stocking Audeara products by over 20%, to 1369.

Audeara will commence on-boarding and initial stocking of Specsavers's clinics over the next few months, with continued growth as Specsavers expands its audiology network. Upon completion of initial stocking, Specsavers will be the second largest clinic chain in Australia stocking Audeara products.



EXPANDED COMMERCIAL OPPORTUNITY

Specsavers expects to continue rollout of audiology services to its optometry store footprint. This provides an opportunity for further growth in clinics stocking Audeara products over time.

In addition to additional audiology clinics, Specsavers clinics also attract optometry customers, representing exposure to a new customer group who may have greater awareness of their hearing health or are interested in a high-quality sound experience.

On signing this agreement, Dr Fielding noted that “in Australia the average age of a first time hearing aid user is ~75, while the average age of people getting their vision tested for the first time is ~45. Both Audeara and Specsavers seek to lower the average age of people seeking an early intervention solution for their hearing to improve hearing outcomes over the life of people suffering hearing impairment.”

This announcement has been authorised by the board of Audeara Limited.

For more information please visit audeara.com

MEDIA ENQUIRIES

M&C Partners

Melissa Hamilton

melissa.hamilton@mcpartners.com.au

INVESTOR ENQUIRIES

M&C Partners

Ben Henri

ben.henri@mcpartners.com.au

ABOUT AUDEARA

Audeara makes perfect sound, always.

Audeara Ltd (ASX: AUA) is a hearing health technology company that delivers high-quality personalised audio to listeners via Bluetooth headphones.

A proprietary personalisation algorithm calibrates the headphones for an individual's unique hearing profile. This provides crystal clear sound quality for video conferencing and telephone calls and using mainstream applications like watching television, listening to music and gaming.

Categorised as an assistive listening device (ALD), Audeara's unique technology emphasises better, not louder sound. This means listeners can have a safer, high-quality listening experience that protects the hearing they have.

The Company sells its products through distributors and resellers in Australia and North America, and via e-commerce channels.