



AUDEARA

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# Investor Presentation

—  
Boom of the Biotech - Nov 2023

ASX: AUA

Approved for release by the Board of Audeara Limited.



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November 2023

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# Business overview

## Audeara

Headphone and accessories sales:

- ▶ Partnerships with domestic and international audiology clinic chains
- ▶ Established presence in Australian retail channel
- ▶ International expansion now underway

## Audeara Proprietary Technology

Hardware | Firmware | Software

## AUA Technology

- ▶ White label products for large third parties
- ▶ Highly scalable technology licensing revenue
- ▶ Engineering services
- ▶ Pipeline of potential licensing partners growing

Customer and hearing health industry feedback and insights

## Audeara Research and Development

Innovative partnerships and strategic opportunities

# Financial overview

\$2.9m

FY23 Revenue

↑ 40% YOY

\$0.77m

Q1FY24 Cash Receipts

↑ 30% QoQ

\$0.67m

Q1FY24 Operating  
Cash Outflow

↓ 41% YOY

\$1.96m

In Cash or Equivalents  
at 30 Sep 2023

well placed to advance  
international expansion

## Audeara (FY23)

↑ 30% YOY

Australian Wholesale  
Revenue

↑ 80% YOY

International  
Revenue

↑ 49% YOY

Australian  
Retail Revenue

## AUA Technology

\$153k

Services Revenue

FIRST YEAR  
OF OPERATION (FY23)

nal use only

# Audeara

Hardware and software solutions for the hearing industry

# The Audeara difference



Audeara headphones use a hearing check algorithm<sup>^</sup> to tailor sound to a user's unique hearing profile.

Sound is clearer, not louder by only amplifying frequencies the user can't hear as well.

The listener experiences clearer sound while connecting to the moments that bring them joy – whether that's watching a favourite TV show, listening to music or FaceTiming with family.

<sup>^</sup> Not for the purpose of medical diagnosis.

# Who is Audeara for?

Audeara is for people of all hearing abilities. The primary end users of our products are people who are seeking solutions in an audiology clinic setting who fit into these groups:

People with a hearing loss, who aren't ready for hearing aids



Wanting to hear the TV better and/or alleviate household tension due to loud volume

Current hearing aid or cochlear implant wearers



Seeking a device for entertainment

# Clients | Audiology clinics

## The PROBLEM for audiology clinics



**45%**

of self declared hearing impaired adopt hearing aids\*



**35%**

of hearing impaired people who visit a clinic **leave empty handed**\*



**10 Years**

Average time hearing aid users wait before getting help for hearing loss^

## Audeara's SOLUTION for audiology clinics



### Additional revenue stream

As an Assistive Listening Device (ALD), Audeara provides clinics with an additional revenue stream.



### Increase customer conversion

Clinics who recommend Audeara increase customer conversion rates and reduce the time to client's first purchase for customers who aren't ready to commit to hearing aids.



### Increase lifetime value

Audeara increases the lifetime value of their clients, by providing a solution **on the way to** or **as well as** a hearing aid. We **never** position ourselves **instead of** a hearing aid.

Sources:

\* Anovum on behalf of HCIA in Australia and the European EHIMA, 2021

^ Davis et al., 2007



# Clients | Audiology clinics

By 2030, nearly

# 1.9 billion

people will be living with some degree of hearing loss\*

**amplifon**

2,119.1 million EUR  
Consolidated Revenue<sup>1</sup>

**Demant**

19,705 million DKK  
Consolidated Revenue<sup>2</sup>

**WSAudiology**

2,351 million EUR  
Consolidated Revenue<sup>3</sup>

**Specsavers**

3.43 billion GBP  
Consolidated Revenue<sup>4</sup>

**Australia**  
Number of locations that currently stock  
Audeara (including sub-brands)



645<sup>#</sup>



400+<sup>^</sup>



130+<sup>^</sup>

330<sup>^</sup>

**Audeara's  
international opportunities**  
(including sub-brands)

~9,241 locations<sup>#</sup>  
in 25 countries<sup>1</sup>

~2,500 locations<sup>^</sup>  
in 130+ countries<sup>2</sup>

~3,300 locations<sup>^</sup>  
in 130 countries<sup>3</sup>

~2,100 locations<sup>^</sup>  
in 11 countries<sup>4</sup>

Sources:

\* WHO World Report on Hearing 2021

<sup>^</sup> Frost & Sullivan - Market Report, The Headphone Market March 2021

<sup>#</sup> Amplifon - GLOBAL OPERATIONS - November 2022

<sup>1</sup> Amplifon Annual Report, 2022

<sup>2</sup> Demant Annual Report, 2022

<sup>3</sup> WS Audiology Annual Report, 2022

<sup>4</sup> Specsavers Annual Review 2022



# International distribution

An established footprint and near term international expansion opportunities



## ASIAPAC

### Australia

- ▶ Currently stocked in over 1400 clinics
- ▶ Primary revenue stream FY23



### China, Taiwan and Singapore

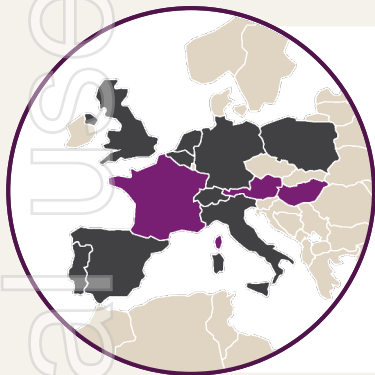
- ▶ Clinico Inc.- the largest audiology chain in Taiwan
- ▶ Clinico Inc co development at field trial stage
- ▶ Well advanced discussions underway to enter Chinese market



## AMERICAS

### USA

- ▶ Demant AS' Hearing Life + CQ Partners
- ▶ WS Audiology's HearUSA



## EMEA

- ▶ Significant growth prospects ahead
- ▶ Underpinned by global audiology groups

### Austria

- ▶ WS Audiology's Bloom Hoerakustik

### Hungary

- ▶ Demant AS' Audika, Amplifon

### France

- ▶ Amplifon

Currently stocked in  
8 countries

- |               |             |
|---------------|-------------|
| ▶ Australia   | ▶ Hungary   |
| ▶ USA         | ▶ Austria   |
| ▶ Taiwan      | ▶ Singapore |
| ▶ New Zealand | ▶ France    |

FY24 Pipeline  
Potential for another 9 countries

- |               |               |
|---------------|---------------|
| ▶ Italy       | ▶ Switzerland |
| ▶ Germany     | ▶ Belgium     |
| ▶ Spain       | ▶ Poland      |
| ▶ Netherlands | ▶ Portugal    |
| ▶ UK          |               |

# AUA Technology

## Third party product development and technology licensing

Leverage Audeara Proprietary Technology for strategic opportunities in audiology and consumer electronics industry.

## Audeara product pipeline

Utilise Audeara Proprietary Technology to develop products in Audeara's product pipeline.

## Research and development capabilities

Research and development driving Audeara Proprietary Technology including hardware, firmware and software. IP Portfolio - Patents/ Trademarks

# Taiwan's largest hearing aid retailer Clinico Inc.

Cooperative agreement following strategic

\$2.8M investment at \$0.10 cps (a 20% premium at time of trading)

## Product development

Developing a series of healthy hearing earbuds in conjunction with Clinico.

Expected completion within FY24 adding additional sales growth.

**Clear path to market**

## Exclusive distribution

In Taiwan and China, Audeara will be exclusively distributed through Clinico.

Audeara branded products will be placed as a priority to sell.



**Clinico Inc. is the largest hearing aid retailer in Taiwan with over 33% market share, and a strong presence in China.**



# Global musical instrument brand

Product development nearing completion

## Engineering fee for services underway

- ▶ Design
- ▶ Sourcing
- ▶ Product development
- ▶ Post market support

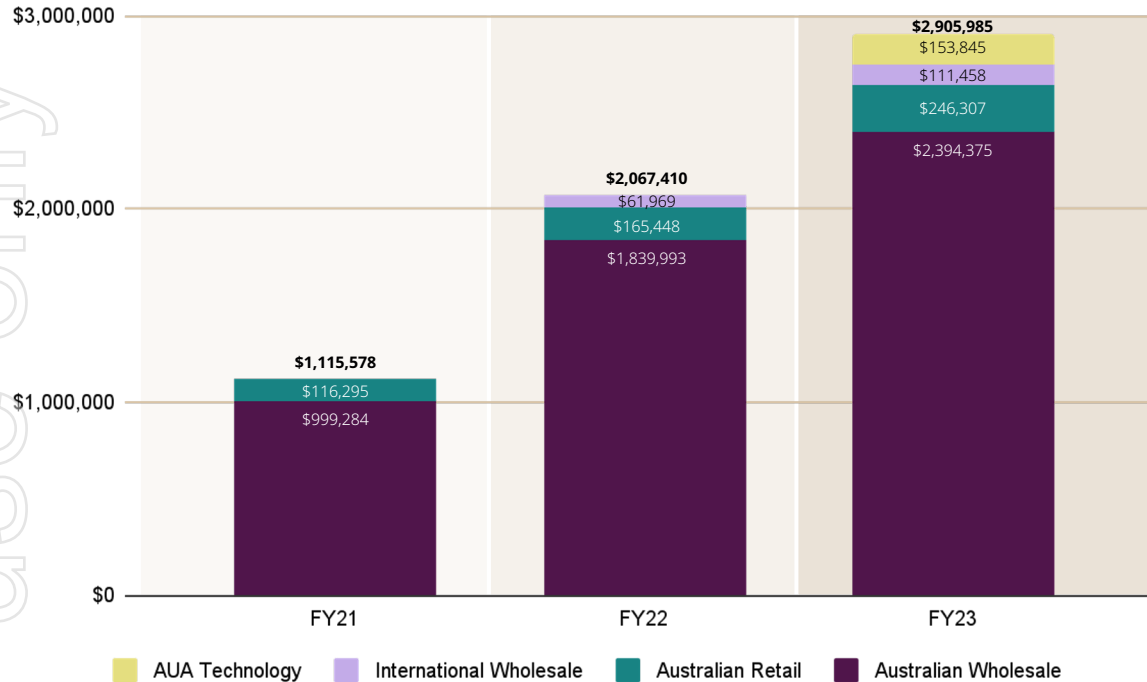
## Contract manufacturing and licensing H2 FY24

High volume consumer markets with global reach

Highly scalable products with well established sales channels



# A defined strategy to grow and diversify sales



## Australian Wholesale

- Focus on increasing sales per clinic

## AUA Technology

- Engineering Services

## International Wholesale

- EU - global chains
- US - Independents, global chains
- Taiwan - Clinico

## Australian Retail

- NDIS + E-Commerce

# Contact

## CORPORATE & MEDIA ENQUIRIES

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# Board Members



**Dr. James Fielding**  
**CEO and Managing Director**

Dr Fielding completed dual bachelor's degrees in business management and Biomedical Science at University of Queensland (UQ).

After working in finance and public relations in New York, Dr Fielding commenced a Bachelor of Medicine/Bachelor Surgery, earning a scholarship for UQ's Medical Leadership Program.

James left full time clinical medicine to focus on Audeara.

Dr Fielding was appointed to the Audeara Board 23 February 2015.



**David Trimboli**  
**Non-Executive Chairman**

Mr Trimboli helped launch Audeara in 2015. He has 10 years experience with the international commodity trading and asset management company, Glencore International AG, as a senior coal trader.

David has since established two Switzerland and Australia based investments, the latter being Seefeld Investments Pty Ltd.

Mr Trimboli was appointed to the Board 27 August 2015.



**Dr. Elaine Saunders**  
**Non-Executive Director**

Dr Saunders is a Biomedical Engineer, Audiological Scientist, business-woman, author, speaker and professional director.

She co-founded and led two award-winning companies which changed the hearing industry: Blamey Saunders hears, and Dynamic Hearing Pty Ltd. Elaine now leads Bingarra Scale-Up Solutions, specialising in helping businesses through growth.

Dr Saunders was appointed to the Audeara Board 1 January 2022.



**Bill Peng**  
**Executive Director**

Mr Peng has extensive experience in the electronics industry, including the production of electronic materials, components, and semi-product through to finished products.

Bill brings extensive business experience across operational, supply chain management, product development and international sales, particularly in the Asia Pacific Region.

Mr Peng was appointed to the Audeara Board 5 August 2022.



# Company snapshot

## Enterprise value (A\$)

Market cap	Share price \$0.031 at 14 November 2023	\$4.45M
Cash	As at 30 September 2023	\$1.96M
Debt	As at 30 September 2023	\$0
<b>Enterprise value</b>	<b>14 November 2023</b>	<b>\$2.49M</b>

## Key operating metrics

Revenue FY22	30 June 2022	\$2.07M	+85% on FY21
Revenue FY23	30 June 2023	\$2.9M	+40% yoy
Cash outflow FY23	30 June 2023	(\$2.97M)	-ve 17% yoy

## Top shareholders

Name	Shares	Percentage
Fortune Pioneer	28,000,000	19.5%
Directors/Founders	34,605,652	23.3%
Other Top 20	42,734,981	29.7%



# Innovative product pipeline

Headphones  
with tailored sound



A-01 Headphones



A-02 Headphones



A-03 Headphones



Kids

TV Listeners



A-01 TV Bundle



A-02 TV Bundle



A-03 TV Bundle

AUA Technology



Global musical  
instrument brand



Healthy Hearing  
Earbuds

FY18

FY20

FY22

FY23

FY24

## Tailored listening software

- ▶ **Audeara app** (consumer mobile app)
- ▶ **AudAssist** (desktop app for clinics)

## Research and development underway

- ▶ **Musicians**
  - ▶ Hearing protection that doesn't sacrifice sound quality.
- ▶ **Kids**
  - ▶ Volume limiting headphones that don't sacrifice sound quality.
- ▶ **Gaming**
  - ▶ Dr Ian O'Brien, Audeara research engineer, attending WHO Safe Listening Devices council in Geneva.