



## ASX Announcement

11 March 2025

# Reseller agreement secured with George & Matilda Eyecare to broaden Australian market presence

## Highlights

- ▶ **George & Matilda Eyecare are a leading independent optical network with over 115 locations across 140 communities Australia wide**
- ▶ **Under the terms of the agreement, George & Matilda Eyecare will stock Audeara branded audio solutions, commencing with the recently launched Audeara Buds product which will be made directly available to in-store customers**
- ▶ **Reseller agreement is in line with Audeara's strategy to pursue product ranging agreements in adjacent sectors such as eye health, thus expanding its addressable market with complementary health solutions**
- ▶ **Audeara Buds were launched in December 2024, marking the Company's entry into the high growth True Wireless Market**
- ▶ **Audeara Buds are the Company's first in-ear solution, designed with advanced, AI-driven hearing health technology and user-centric innovation**
- ▶ **Reseller agreement adds to Audeara's established footprint of 1,500 clinics in Australia via relationships with major retail groups**
- ▶ **Pipeline of mass retail outlets and venues in Australia continues to strengthen with additional revenue generating agreements expected near term**

Leading personalised audio technology provider, **Audeara Limited (ASX: AUA)** is pleased to advise it has executed a reseller agreement with George & Matilda Eyecare. Under the agreement, Audeara's range of tailored audio solutions will be offered through the group's network of stores, considerably broadening the Company's footprint in the Australian market.

George & Matilda Eyecare is a leading independent optical network. The group was established in 2016 and has over 115 practices which service 140 communities across Australia.

As part of the agreement, George & Matilda Eyecare will offer Audeara's branded assistive listening devices to customers to highlight how personalised audio solutions complement the effectiveness of tailored optical care and reinforce the importance of individualised sensory health.

George & Matilda Eyecare will initially stock the Company's recently launched Audeara Buds product, with an aim to broaden to the Company's full suite of audiology solutions for patients who may not yet require hearing aids.



The Audeara Buds product is the Company's first in-ear solution, designed with advanced, AI-driven hearing health technology and user-centric innovation. The Company expects first sales from George & Matilda Eyecare stores in the coming weeks.

The agreement with George & Matilda Eyecare broadens Audeara's existing 1,500-clinic footprint in Australia, and is in line with the Company's stated strategy in the Australian market of expanding with healthcare partners and retail groups.

The Company's well-established presence in the Australian market also provides a strong platform for the continued momentum of the AUA Technology division in international markets, which was recently highlighted by a follow-up Purchase Order valued at US\$917,000 (A\$1.48m) from a global music instrument manufacturer (*refer ASX Announcement 5 February 2025*) and the recent launch of co-branded products with Clinico Inc., Taiwan's largest hearing aid retailer (*refer ASX Announcement 22 January 2025*).

**George & Matilda Eyecare, CEO, Chris Beer said:**

"We are excited to collaborate with Audeara and add their assisted listening device solutions to our existing range of world class hearing aids. Our goal has always been to provide the best optical and audiology care to our patients and now we are extending this care to additional patients with a high calibre partner in Audeara."

**CEO & Managing Director Dr James Fielding added:**

"We are excited to have executed this agreement with George & Matilda Eyecare, which is one of the most trusted names in the Australian eye health and optical retail segment. Their reputation, Australian market footprint and our innovative audio technology has the potential to reach a broad customer base, who are expected to considerably benefit from the Company's solutions.

"Importantly, this agreement will unlock another sales channel in the Australian market for the Company's hardware products and build on our established footprint of 1,500 clinics. We look forward to working alongside the group's personnel to educate them on our solutions in the coming weeks."



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



For more information please visit, [audeara.com](https://audeara.com).

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### ABOUT AUDEARA

Feel connected, your way.

Audeara Limited (ASX: AUA) is a global hearing health leader specialised in innovative listening solutions for people with hearing challenges.

We are passionate about redefining hearing health, with a particular focus on delivering products that provide world-class tailored listening experiences.

We care about connecting people with experiences that bring them joy - whether that's watching a favourite TV show, FaceTiming family or listening to music with confidence.

All Audeara products are purposefully designed and engineered in Australia with precision detail and state-of-the-art technology. Each product delivers optimum listening experiences to enhance quality of life for people of all ages and abilities.

Audeara sells its products through distributors and resellers in Australia, Europe, Asia and North America, and through e-commerce channels.

Through its AUA Technology business unit, Audeara works with leading brands around the world to bring Audeara technology to listening devices via R&D, licensing and manufacturing partnerships.