

Clinico-branded products officially launched in Taiwan

Highlights

- ▶ **Formal launch of Clinico Sound Earbuds CS1 in the Taiwan market - co-branded product integrating Audeara technology**
- ▶ **Clinico Inc. is Taiwan's largest hearing aid retailer, and operates over 140 branches and offices across Taiwan and China**
- ▶ **Clinico launch follows an extensive period of product co-development between the parties, and marks entry to a significant new addressable market for the AUA Technology division**
- ▶ **In connection with the licensing of its proprietary healthy hearing technology, Audeara received an initial \$570,000 purchase order from Clinico in October 2024**
- ▶ **Purchase order to be recognised as revenue this quarter marking strong start to H2 FY25**
- ▶ **Launch underpins major regional distribution opportunity for Audeara to integrate its technology with Eastech**

Audeara Limited (ASX: AUA) is pleased to announce the launch of the Clinico Sound Earbuds CS1 ('Clinico Sound Earbuds') into the Taiwanese market. The launch marks an important milestone in Audeara's stated strategy to scale its AUA Technology division into international markets through product integration and white-label partnerships.

The integration of Audeara's technology into the Clinico Sound Earbuds also represents the culmination of a lengthy and rigorous R&D period between Audeara and Clinico Inc., the largest hearing aid retailer in Taiwan.

The Clinico Sound product incorporates Audeara's proprietary technology to provide both exceptional audio quality and tailored soundscapes that meet the unique needs of every listener. With its expansion into major Asian markets, the launch adds significant momentum to Audeara's product strategy to address the global need for accessible hearing health technology.

CEO of Clinico Inc., Mr David Lin, said:

"The launch of the Clinico Sound Earbuds in Taiwan represents a significant step forward in our partnership with Audeara. By combining Audeara's expertise in personalised audio technology with our deep understanding of the local market, we are redefining hearing solutions for the people of Taiwan."



As both a strategic investor and partner, Clinico is proud to support Audeara's vision of delivering world-class hearing health innovations that improve lives."

Audeara CEO and Founder, Dr James Fielding, commented:

"The launch of Clinico Sound Earbuds in Taiwan is a proud moment for Audeara, showcasing the results of our ongoing dedication and innovation in healthy hearing solutions. This milestone also demonstrates the strength of our partnerships and the global relevance of our expertise, which extends beyond the Taiwanese market to collaborations such as our work with Eastech for the Chinese market.

"We are committed to transforming hearing health worldwide, one innovative product at a time. As the largest hearing aid retailer in Taiwan, Clinico provides the Company with a unique distribution advantage which is expected to expand further now that the product is officially in-market. With this product launch, we have established a strong platform for growth in major Asian markets, further complementing our broader international momentum."

Strategic Partnership with Clinico Inc.

The successful launch of Clinico Sound in Taiwan is bolstered by Audeara's strategic partnership with Clinico Inc., Taiwan's largest hearing aid retailer. Established in 1986, Clinico Inc. operates over 140 branches and offices across Taiwan and China, providing comprehensive services to hospitals and individuals.

In October 2024, Audeara secured a significant purchase order valued at \$570,000 from Clinico Inc., marking a critical step in Audeara's strategic expansion into the Asian market (see ASX announcement of 8 October 2024). This partnership leverages Clinico's extensive distribution network and local market expertise, ensuring that Clinico Sound reaches a broad audience in need of advanced hearing solutions. Revenue from the purchase order will be recognised in the March 2025 quarter now that the product has shipped to Clinico Inc.

The launch was supported by Trade & Investment Queensland (TIQ) and Austrade, with representatives from TIQ's and Austrade present for the launch.



Christopher Lim: Austrade Deputy Senior Trade and Investment Commissioner, Juna Ferrett: TIQ Commissioner Taiwan, Chia Chen: Product Manager Clinico Inc. Bill Peng: Audeara Executive Director, Sabrina Li: TIQ, Duli Chang, Austrade.



Clinico Sound Earbuds CS1 on display at Clinico Inc flagship location.

Expanding Expertise Through Eastech Collaboration

The launch of Clinico Sound Earbuds in Taiwan also supports Audeara's strategic collaboration with Eastech to bring hearing aids to the Chinese market, following a binding Letter of Intent (LOI) between the parties in September 2024 (refer ASX Announcement 10 September 2024).

Under the terms of the LOI, Audeara will licence its proprietary technology to Eastech to enable the development and distribution of innovative hearing devices for the Chinese medical market. The devices will be licensed for distribution in China under Eastech's National Medical Products Administration (NMPA) certification.

Eastech, listed on the Taiwan Stock Exchange under the ticker **5225.TW**, has a market capitalisation of approximately ~A\$500m and specialises in the design and production of high-quality audio devices including speakers, headphones and hearing aids.

With the launch of Clinico Sound Earbuds, Audeara now has a demonstrated track record of successfully integrating its technology into products with key distribution partners in major Asian markets, leaving it well positioned to advance the collaboration with Eastech in 2025 and beyond.



Representatives of Audeara and Eastech at the 2025 Consumer Electronics Showcase (CES), held in Las Vegas on January 6th - 9th, 2025

Market Opportunity

The global True Wireless Stereo (TWS) earbuds market is projected to grow at a compound annual growth rate (CAGR) of 34.8%, reaching US\$560 billion by 2030¹. The adoption of Auracast™ technology—facilitating high-quality wireless broadcasting to multiple devices—is a key driver of this growth, making TWS devices central to the future of audio innovation.

Simultaneously, the need for devices addressing hearing loss is surging. According to the World Health Organization, over 1.5 billion people currently live with some degree of hearing loss, a number that is expected to rise to 2.5 billion by 2050². Audeara's Clinico Sound Earbuds are strategically positioned to serve this growing demand with their focus on personalised and enhanced hearing experiences.

Source 1: [Grandviewresearch](#)

Source 2: World Health Organization, 2023.

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

For more information please visit, 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.