



ASX Announcement  
14 October 2025

## Distribution agreement with Eyear System Inc. to launch Auracast™ accessibility in Japan

### Highlights

- ▶ **Non-exclusive distribution agreement secured with Eyear System Inc., a leading Tokyo-based audiology and hearing solutions company**
- ▶ **Partnership to introduce Audeara's Auracast™-enabled products — including the BT-LE Audio Transceiver and BT-03 Audio Broadcaster — into the Japanese market**
- ▶ **Auracast™ technology enables inclusive, high-quality wireless listening experiences for people with hearing challenges and general consumers**
- ▶ **Initial minimum order of 100 units received to activate the partnership, followed by a tiered pricing structure for future orders**
- ▶ **Collaboration on local certification and market launch to accelerate product availability in Japan's advanced hearing-health sector**
- ▶ **Audeara and Eyearsystem to jointly exhibit at Makuhari Messe, Chiba, Japan, on 19–21 November 2025, showcasing Auracast™ accessibility solutions at one of Asia's key healthcare and assistive technology events**
- ▶ **Strengthens Audeara's growing international footprint - follows partnerships in Taiwan, USA, and Europe**

**Brisbane, Australia** – Audeara Limited (ASX: AUA), a global leader in personalised hearing-health technology, has signed a non-exclusive distribution agreement with Eyear system Inc. (Eyear system), a leading Tokyo-based audiology and hearing solutions company, to launch Audeara's innovative Auracast™-enabled transmitters and listening devices in Japan.

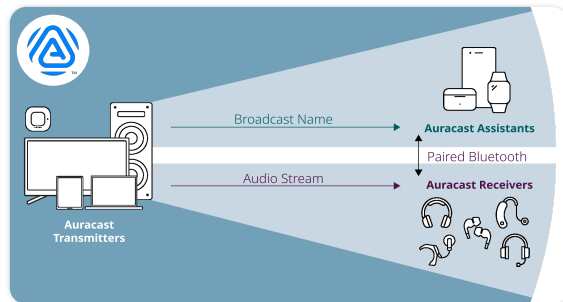
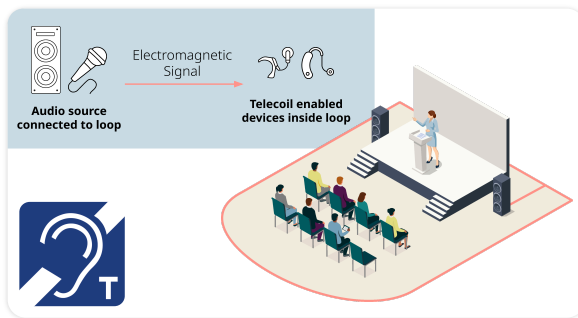
Eyear system will distribute Audeara's BT-LE Audio Transceiver and the soon to be launched BT-03 Audio Broadcaster across Japan, underpinning Audeara's fast growing global sales footprint. The Company's innovative products leverage the new Auracast™ broadcast audio (Bluetooth® LE Audio) standard to deliver inclusive, high-clarity wireless sound in shared environments — enhancing accessibility for people with hearing challenges and improving everyday listening experiences. Having successfully incorporated Auracast broadcast devices into sportsbars, classrooms, iconic music venues and universities in Australia, this agreement marks the first international expansion of this new Audeara product suite.



The agreement provides Eyeare system with non-exclusive distribution rights within Japan, following an initial minimum purchase of 100 units. Subsequent orders will be based on a tiered pricing structure, and both parties will collaborate on local product certification and coordinated market-launch activities in Japan.

As part of this collaboration and highlighting the strength of the partnership, Audeara and Eyeare system will jointly exhibit at an upcoming assistive-technology and healthcare focused trade show held at Makuhari Messe, Chiba, Japan, on 19–21 November 2025. This major industry event showcases the latest advancements in hearing, rehabilitation, and accessibility solutions, drawing thousands of attendees from across Asia, including healthcare professionals, distributors, and technology developers. The joint exhibition will highlight Audeara’s Auracast™ devices and their role in enabling inclusive listening experiences in public spaces, clinics, and homes.

### Auracast™: redefining accessibility



#### Limitations of Telecoil Induction Loops<sup>1/2</sup>

- ▶ High cost installation.
- ▶ Susceptible to electromagnetic interference from electrical equipment.
- ▶ Sound quality can be impeded by structural elements of a building.
- ▶ Not designed for music and higher frequencies.

#### Benefits of Auracast<sup>3</sup>

- ▶ Will benefit individuals with hearing loss as well as people of all hearing abilities.
- ▶ Compared to traditional hearing loops, Auracast offers:<sup>4</sup>
  - ▶ Easier deployment
  - ▶ Lower costs
  - ▶ Improved audio quality
  - ▶ Enhanced privacy

<sup>1</sup> [hearingloop.com.au/solutions/new-buildings/induction-loops](https://hearingloop.com.au/solutions/new-buildings/induction-loops)

<sup>2</sup> <https://www.unimelb.edu.au/accessibility/hearing-loops-demystified>

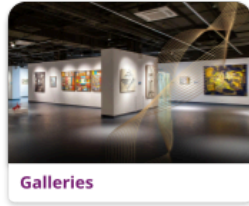
<sup>3</sup> [bluetooth.com/auracast](https://bluetooth.com/auracast)

<sup>4</sup> <https://www.audiologyonline.com/ask-the-experts/what-advantages-and-disadvantages-using-11957>

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## Auracast™ will benefit people of all hearing abilities



Enhanced Live Entertainment



Live Presentations



Broadcast Announcements

The Bluetooth Special Interest Group (Bluetooth SIG) — the global body that defines and governs Bluetooth technology used in over 5 billion devices each year — featured Audeara's CEO Dr James Fielding on its official podcast, highlighting the Company's leadership in next-generation hearing and accessibility innovation. Dr Fielding discussed how Auracast is giving people of all hearing abilities greater choice and control over their listening experiences. The episode is available on the Bluetooth SIG's official YouTube channel:



**Conversations on accessibility: Dr James Fielding, co-founder of Audeara**

**Audeara CEO, Dr James Fielding,** said:

"Japan has one of the world's most advanced hearing-health sectors and has a strong emphasis on accessibility, not to mention population demographics that make hearing health opportunities very appealing. This partnership with Earsystem allows us to introduce our Auracast™ technology directly to consumers and professionals across the country and is underpinned by Earsystem's existing networks across Japan. The potential benefit of our solutions, as well as the strength of this partnership will also be highlighted in the coming months at Makuhari Messe, highlighting how Audeara can help more people experience truly inclusive sound. We look forward to providing further updates on this exciting partnership."

The agreement is effective immediately and runs for an initial term of twelve (12) months, with automatic annual renewal subject to performance review. Either party may terminate the agreement with 90 day's written notice with Audeara reserving the right to terminate immediately for cause.

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

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

#### CORPORATE ENQUIRIES

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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.

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