

# Maiden purchase order secured for China hearing aid market

## Highlights

- ▶ **Order received from Eastech (Huizhou) Co., Ltd., a wholly owned subsidiary of Eastech Holding Limited (TWSE: 5225)**
- ▶ **Initial order for 1,000 hearing aid technology licence keys, demonstrating first commercial traction with counterparty in a major market**
- ▶ **Production to commence shortly with launch scheduled for next quarter**
- ▶ **Products to be sold under a third-party brand and distributed via a leading Chinese ecommerce hearing aid provider with exceptional reach**
- ▶ **Marks another significant development in Audeara's global expansion and entry into another major market**

**Brisbane, Australia** – Audeara Limited (ASX: AUA) is pleased to confirm receipt of its first purchase order under its established Licensing Agreement with Eastech (Huizhou) Co., Ltd., a wholly owned subsidiary of Eastech Holding Limited (TWSE: 5225) (refer ASX announcement: 12 August 2025).

Under the terms of the Licensing Agreement, Audeara will provide proprietary technology and engineering services to Eastech for use in the design and manufacture of hearing devices. Products will be developed under Eastech's NMPA certification and sold via established e-commerce channels.

The maiden order, which is for 1,000 hearing aid licence keys, marks the first commercial traction with the counterparty and another important step in Audeara's entry into the Chinese hearing aid market.

China represents a substantial long-term growth opportunity for Audeara. In 2019, an estimated 426.5m people in China were affected by hearing loss, including over 95m with moderate to severe hearing impairment. This figure is projected to reach 561m by 2034, representing 40.1% of the population.

The licence keys will now be sent to Eastech facilities in China, ahead of first production in the coming weeks, prior to a broader product launch during Q4 CY2025.



The final product will be sold through a third-party purchaser and is anticipated to be retailed via leading Chinese e-commerce platforms such as Tmall, JD.com, and Pinduoduo, with potential to reach millions of Chinese consumers.

**CEO & Managing Director, Dr James Fielding, said:**

“Securing this first order is a significant milestone for Audeara. It demonstrates the commercial traction of our technology and the strength of our collaboration with Eastech in bringing personalised hearing solutions to one of the largest healthcare markets in the world. Our technology is now being released to Eastech, ahead of production and a broader launch later this year. We look forward to providing additional updates on developments in the coming months.”

The Company will continue to update the market on sales volumes and revenue contribution as the partnership progresses. As disclosed at the time of signing, the Licensing Agreement provides for Audeara to receive royalties per unit sold. There are no minimum purchase obligations, and the financial impact of this initial order is not considered material in isolation. Future financial impact will depend on the level of market uptake and the volume of subsequent orders.

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

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

**CORPORATE ENQUIRIES**

**Dr James Fielding**  
Managing Director and Chief Executive Officer  
[james.fielding@audeara.com](mailto:james.fielding@audeara.com)

**INVESTOR & MEDIA ENQUIRIES**

**Henry Jordan**  
Six Degrees Investor Relations  
[henry.jordan@sdir.com.au](mailto:henry.jordan@sdir.com.au)

**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.