

Licensing Agreement with Eastech (Huizhou) Co Ltd to Launch Audeara Hearing Technology in China

Highlights

- ▶ **Licensing Agreement secured with Eastech (Huizhou) Co., Ltd., a wholly owned subsidiary of Eastech Holding Limited (TWSE: 5225)**
- ▶ **Audeara will license its proprietary hearing technology and provide engineering services to support the development of advanced hearing devices under Eastech's National Medical Products Administration (NMPA) certification**
- ▶ **Eastech is a Taiwan-listed company valued at over A\$350m, with a strong track record in advanced electronics and medical solutions**
- ▶ **The products will be sold under a third-party brand and distributed via a leading Chinese e-commerce hearing aid provider with national reach**
- ▶ **Eastech's distribution partner has a strong online presence across major Chinese e-commerce platforms such as Tmall, JD.com, and Pinduoduo**
 - ▷ **These e-commerce platforms have the potential to provide exposure to millions of consumers**
- ▶ **China presents a significant market opportunity, with approximately 426m people currently affected by hearing loss, projected to grow to 561m by 2034**
- ▶ **Product launch is targeted for the second half of calendar year 2025, representing a major milestone in Audeara's global expansion strategy**

Brisbane, Australia – Audeara Limited (ASX: AUA), a leading provider of advanced hearing health technology, has entered into a Licensing Agreement with Eastech (Huizhou) Co., Ltd., a wholly owned subsidiary of Eastech Holding Limited (TWSE: 5225), to support the entry of Audeara's proprietary hearing technology into the Chinese medical device market.

In parallel, Eastech (Huizhou) Co., Ltd. has executed a purchase agreement with a third-party purchaser for the medical devices incorporating Audeara's technology. The medical devices will be sold under a third-party brand and are expected to be retailed via leading Chinese e-commerce platforms such as Tmall, JD.com, and Pinduoduo, with potential to reach millions of consumers across the country. This strategic relationship enhances the commercial readiness and market reach of the partnership.



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.

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

Audeara sees this as the beginning of a strategic multi-party collaboration that establishes a strong foundation for future product development and commercial growth in China's hearing health market.

The Licensing Agreement has an initial five-year term and may be terminated by either party with 90 days' written notice. Under the Agreement, Audeara will receive royalties per unit sold. There are no minimum purchase obligations, and the financial impact will depend on commercial success and product uptake.



Pictured from left to right: Sam Huang, Austrade, Sabrina Li, TIQ, Bill Peng, Executive Director, Audeara, Dr. James Fielding Managing Director Audeara, Tony Chang, Executive Director Eastech Holding Limited, Sharon Yen, Account Manager Eastech HK Ltd., Lawrence Chang, Austrade.

Dr James Fielding, CEO and Managing Director of Audeara Limited, said:

"This agreement marks a major milestone in Audeara's global expansion. The alignment between Audeara, Eastech, and our distribution partner enables us to combine technology, regulatory execution, and consumer access in one strategy that will accelerate impact at scale."

Mr Calvin Chan, General Manager of Eastech (Huizhou) Co., Ltd., said:

"This partnership reflects a shared commitment to innovation and accessibility in hearing health. Eastech is proud to act as the operational and regulatory hub for bringing these solutions to the Chinese market."



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.