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## NMPA secured for China Hearing Aid Launch

### Highlights

- ▶ **NMPA certification secured**, confirming full regulatory approval for launch in China.
- ▶ Product positioned within a **market-leading hearing aid brand** sold through China's **top e-commerce channels**.
- ▶ Supports **large-scale commercial rollout** and visibility across dominant online healthcare platforms.
- ▶ Strengthens Audeara's strategy to drive **repeatable, high-margin licensing revenue** through global partners.
- ▶ Reinforces the robustness and scalability of Audeara's **proprietary hearing personalisation technology**.

**Brisbane, Australia – Audeara Limited (ASX: AUA)** is pleased to advise that the hearing personalisation technology licensed to long-term manufacturing partner **Eastech** has received **National Medical Products Administration (NMPA)** certification in China.

This certification marks a key regulatory and commercialisation milestone as Audeara establishes its position within **China's hearing aid market**, where the product will be sold under a market leading, high-volume brand through **leading e-commerce channels and major online healthcare platforms**.

This announcement follows previous updates regarding the partnership and purchase order arrangements with Eastech:

- ▶ Partnership Agreement Announcement: 12 August 2025 (Licensing Agreement with Eastech Huizhou Co., Ltd.)
- ▶ Purchase Order Announcement: 15 October 2025 (Maiden Purchase Order for China hearing aid market)



Under the established partnership framework, Audeara supplies its proprietary hearing personalisation technology, and Eastech leads product development, regulatory submissions and market readiness activities. Achieving NMPA certification confirms full regulatory compliance and positions the product for **large-scale commercial rollout**, including visibility across China's **top-tier e-commerce marketplaces**, which dominate national hearing aid purchasing behaviour.

Audeara Managing Director and CEO, **Dr James Fielding**, said:

“Securing NMPA certification is an important achievement for our partnership with Eastech and a strong validation of our proprietary hearing personalisation technology. It reinforces the commercial potential of this product in a **high-growth hearing aid market**, strengthens our strategic collaboration with Eastech, and enhances Audeara's pathway to delivering **repeatable, high-margin licensing revenue**.”

The certification enables Eastech to commence production and activation planning ahead of launch. Under the licensing arrangement, Audeara will receive technology licensing revenue per unit sold as commercial rollout occurs.

This milestone **supports Audeara's global licensing and commercial expansion strategy**, strengthens the Company's position in the **rapidly growing hearing health technology sector**, and is expected to contribute to **scalable, recurring licensing revenue** as the product enters China's **high volume, market-leading e-commerce ecosystem**.

**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.