

Media Release

Sonova announces changes to the Board of Directors

Staeфа (Switzerland), 28.03.2013 – Sonova Holding AG, the world's leading provider of hearing solutions, announces today that its Board of Directors makes an exception from the automatic retirement to Mr. Andy Rihs, allowing him to complete his current term of office which expires at the Annual General Shareholders' Meeting in 2015. Furthermore, Ms. Heliane Canepa will step down from her role as Board Member after having served on the board for fourteen years.

The exception to Mr. Rihs was made based on Sonova Holding AG's organizational regulations that allow the Board of Directors to deviate for justified reasons from the principle of automatic retirement following the completion of the 70th year of age. Andy Rihs has been a member of the Board of Directors of Sonova since 1985. He has helped to build the company from a family-owned hearing-aid company to become a publicly held global leader in hearing solutions. Under his leadership, the company grew continuously and established an outstanding reputation as a provider of technological innovative products.

"It is of great benefit to the company that Andy Rihs will continue serving on the Board. Andy is one of the company's founders, and with his extensive industry experience, his drive for technology and innovation, and his visionary thinking, we are very pleased that he will continue to play a pivotal role in the long term success of Sonova", says Robert Spoerry, Chairman of the Board of Directors of Sonova Holding AG.

Ms. Heliane Canepa's resignation will become effective at the upcoming Annual General Shareholders' Meeting on 18 June 2013. She has been a member of the Board of Directors since 1999. "We respect Heliane's personal decision to step down and I am very grateful for her long tenure on our board and her commitment to Sonova. For many years she has served the board and helped Sonova to build its leadership position. Her extensive experience in the medtech industry were of significant value for shaping the future of Sonova. I would like to thank Heliane for her excellent work and wish her well in her future endeavors", says Robert Spoerry.

As previously communicated in November 2012, Mr. Jinlong Wang has been nominated as a new board member for election at the next Annual General Shareholders' Meeting on 18 June 2013. Pending approval, the Board of Directors will thereafter consist of eight members: Robert F. Spoerry, Dr. Beat Hess, Dr. Michael Jacobi, Andy Rihs, Anssi Vanjoki, Ronald van der Vis, Jinlong Wang and John J. Zei.

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About Sonova

Sonova Holding AG, headquartered in Staefa, Switzerland, is the leading manufacturer of innovative hearing care solutions. The group operates through its core business brands Phonak, Unitron, Advanced Bionics and Connect Hearing. Sonova offers its customers one of the most comprehensive product portfolios in the industry – from hearing instruments to cochlear implants to wireless communication solutions. Founded in 1947, the group is currently present in over 90 countries across the globe and has a workforce of over 8,500 dedicated employees. Sonova generated sales of CHF 1,62 billion in the financial year 2011/12 and a net profit of CHF 246 million. By supporting the Hear the World Foundation, Sonova pursues its vision of a world where everyone enjoys the delight of hearing and therefore lives a life without limitations.

For more information please visit www.sonova.com and www.hear-the-world.com.

Sonova shares (ticker symbol:SOON, Security no: 1254978, ISIN: CH1012549785) have been listed on the SIX Swiss Exchange since 1994. **The securities of Sonova have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or under the applicable securities laws of any state of the United States of America, and may not be offered or sold in the United States of America except pursuant to an exemption from the registration requirements under the U.S. Securities Act and in compliance with applicable state securities laws, or outside the United States of America to non-U.S. Persons in reliance on Regulation S under the U.S. Securities Act.**