

Media Release

Phonak to launch next generation platform including the first mainstream lithium-ion rechargeable hearing aid

Stäfa (Switzerland), 27 June 2016 – Sonova Holding AG, the world's leading provider of hearing solutions, today announces that its Phonak brand will launch the next generation hearing aid product platform Belong, which includes pioneering lithium-ion rechargeable battery technology in hearing aids. Built on the superior Palio 3 technology and specially designed to simplify consumers' lives, the new Audéo B Receiver-in-Canal (RIC) products and the first of its kind lithium-ion rechargeable hearing aid, Audéo B-R, will be released to the US market in August with Europe to follow in September 2016.

Highlights

- Phonak to launch next generation hearing aid platform Belong with the new Audéo B RIC products less than 24 months after successful introduction of Phonak Venture platform
- New platform includes Audéo B-R the first ever hearing aid to feature a built-in lithium-ion rechargeable battery providing 24 hours* of hearing
- Audéo B-R represents the quickest charging, longest lasting rechargeable hearing aid ever produced
- AutoSense OS: the cutting edge industry only system further enhanced for unmatched hearing performance

Commenting on the launch, Lukas Braunschweiler, CEO of Sonova said: "Less than two years after the successful introduction of the Venture product platform, Phonak once again proves its unwavering commitment to pioneer life-changing innovative hearing solutions. The quickest charging, longest lasting rechargeable hearing aid ever produced will be a game-changer in ease-of-use for our industry. It is further evidence of our technology leadership and our promise to empower consumers to live a life without limitations. I am convinced that this groundbreaking new product will further support the long-term, sustainable growth of Sonova."

Research¹ revealed that rechargeable hearing aids and rechargeable batteries are top of the list of features that hearing aid users are seeking. In response to this insight and based on years of research, development and intensive testing, Phonak Audéo B-R opens a new era to those affected by hearing loss. Today, lithium-ion is the fastest growing and most promising battery technology that offers 40% more power than conventional rechargeable batteries. This makes Phonak Audéo B-R the quickest charging, longest lasting rechargeable hearing aid ever produced. The new pioneering solution is another result of Phonak's unwavering commitment to change people's lives for the better.

Audéo B-R – 24 hours* of hearing with one simple charge - Smart charging options offer flexibility

The Phonak rechargeable hearing aid is the first ever hearing aid to feature a built-in lithium-ion rechargeable battery, providing 24 hours* of hearing with a simple charge of just 3 hours. The 30 minute fast-charging option gives 6 hours of immediate use. Additionally, lithium-ion batteries last through the lifetime of a hearing aid, even after years of repeated charging. This combined with the fact that the battery compartment is sealed, frees customers from the cumbersome task of regularly changing their batteries. The new technology is also environmentally friendly with users typically going through around a 100 batteries per year and hearing aid.

Ideal for those constantly on the move, Phonak rechargeable hearing aids also come with smart charging options. The power pack, which is easily attached to the Phonak Charger Case, provides power for seven full charges of two hearing aids, ideal for short trips where no power source is available. In addition, Phonak offers a compact mini charger giving users full flexibility.

AutoSense OS – unmatched industry leading hearing performance²

Audéo B runs on AutoSense OS, the cutting edge industry only and leading operating system from Phonak, which has been further enhanced with features such as adaptive SoundRecover2 to offer even better hearing performance in every day listening situations. Its fully automatic operation gives customers an effortless hearing experience without having to press buttons or switch between listening programs, proven to deliver 20% better speech understanding³ in general and 60% improvement in speech understanding when in a noisy environment thanks to the highly-sophisticated automatic selection. Whether dining with friends in a noisy restaurant, driving a car or listening to music, AutoSense OS does what no other system can. It captures and analyzes incoming sounds in real-time, and then draws upon multiple features blending them to create over 200 distinct settings to match the sound environment.

Phonak Belong – new product platform ready to drive the next technological breakthrough

Less than two years after the launch of the successful Venture product platform, Phonak is ready to launch the next product platform built on the flexible Palio 3 technology. The next-generation Receiver-in-Canal (RIC) hearing aid Audéo B is the first product family based on the new Phonak Belong product platform, which features a host of innovative technologies that have been created specifically to simplify the life of people with hearing loss. The new Audéo B premium hearing aids come in a new design and will be available in 4 performance levels and 9 colors. All models are IP 68 rated, meaning that they are dust tight and protected against water. With Belong, Phonak is once again helping consumers with hearing loss live better lives.

¹ Marketrak 2015, asked of non-owners only (n=2099) - multiple responses allowed

² Field Study News under development, Oct 2016 (anticipated availability). Comparing objective and subjective outcomes of Automatic Classification Systems Across Manufacturers

³ Überlackner, Tchorz, and Latzel, 2014, Automatic classification of acoustic situation versus manual selection, University of Applied sciences Lübeck and Phonak AG, Hörakustik January 2015 edition

* Expected results when fully charged, and up to 80 minutes wireless streaming time.

Conference call and webcast

Sonova will host a conference call and webcast for media and investors, today, June 27, 2016, at 14.30 PM CEST to discuss today's announcement.

Dial-in details:

Link to the Webcast

+41 (0)58 310 50 00 (Europe)

+44 (0)203 059 58 62 (UK)

+1 (1)631 570 56 13 (USA)

A replay will be available after the call at:

Link for the Replay

Supplemental slides are accessible from the Investors section of the company's website at:

<http://www.sonova.com/en/investors/presentations>

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About Sonova

Sonova, headquartered in Stäfa, 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 10,000 dedicated employees. Sonova generated sales of CHF 2.07 billion in the financial year 2015/16 and a net profit of CHF 346 million. Across all businesses, and 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.

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