

Media Release

Sonova announces changes to the Management Board

Stäfa (Switzerland), August 31, 2016 – Sonova Holding AG, the world’s leading provider of hearing solutions, today announces the next step in developing its global management structure. This follows the recent communication regarding the set-up of its global wholesale organization.

Jan Metzdorff, currently responsible for the Unitron business, will take on the new role as President Hearing Instruments Wholesale US and thus leave the Management Board. In his new role he will be overseeing the wholesale business in the United States for Phonak, Unitron and Hansaton, further driving the combined growth strategy for Sonova in this important market.

At the same time, Sonova has decided to unite the global brand management and marketing of its three hearing aid brands, Phonak, Unitron and Hansaton, under the leadership of Martin Grieder, currently Group Vice President Phonak. He will assume the role of Group Vice President Hearing Instruments Marketing.

In addition to his role as Group Vice President Connect Hearing Group, Franz Petermann, takes on the position of Group Vice President Corporate e-Marketing, further emphasizing the importance of the Group’s e-Business initiative.

Lukas Braunschweiler, CEO of Sonova, commented the changes as follows, “Today’s announcement represents a next logical step in our efforts to exploit synergies across our businesses by further streamlining our global structure. This set-up will help us to further grow our business, to build our industry leadership and to bring us even closer to our customers.”

Effective September 1, 2016, the Sonova Management Board consists of the following members: Lukas Braunschweiler (CEO), Hartwig Grevener (CFO), Sarah Kreienbühl (GVP Corporate HRM & COM), Franz Petermann (GVP Connect Hearing Group and GVP Corporate e-Marketing), Claude Diversi (GVP HI Wholesale), Martin Grieder (GVP HI Marketing), Hansjürg Emch (GVP CI), Andi Vonlanthen (GVP R&D), and Hans Mehl (GVP OPS).

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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.

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.**