

Ad hoc Release

Place, Date Staefa (Switzerland), March 23, 2012
Editor Lukas Braunschweiler (CEO)
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Sonova announces regionalization of International Sales department

Staefa (Switzerland), 23.03.2012 – Sonova Holding AG informs about a change in the International Sales set-up. As of May 1, 2012, the International Sales organization will be divided into the three regions: Europe/South America, North and Central America as well as Asia/Pacific. Each region will be led by a dedicated executive who will report directly to the CEO.

This new regional set-up aims to increase the focus on local markets in order to better understand the specific needs and requirements of customers. Sonova operates in a global market, however, customer needs are also based on local requirements. This transformation will strengthen customer service and ultimately set the right strategic direction for future growth.

“With this important step we are focusing on serving our customers better and strengthening our relationship with them”, says Lukas Braunschweiler, CEO of Sonova Holding AG. “I am convinced that the regionalization of our sales organization will positively impact customer dedication and loyalty and thus the success of our products.”

Claude Diversi will take on the responsibility for the region Europe/South America. He has been very successful in his role as Managing Director of Phonak France since March 2005. The 47-year old French and Italian citizen has an extensive track record and broad experience in all disciplines of sales. Prior to his engagement at Phonak, Diversi worked in sales executive positions in companies such as British American Tobacco, Dowbrands/Melitta Europe, Pillsbury and Kraft Food France.

The responsibility for North and Central America will be taken on by **Paul Thompson**. He will hand over his position as Interim CFO on August 1, 2012. He will retain his role as GVP Corporate Strategy & Development, a position he has held since 2005.

The search for the Asia/Pacific region executive is ongoing. Sonova will inform about this appointment in due course.

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About Sonova

Sonova is the leading provider of innovative hearing healthcare solutions. The globally active group is the world's top manufacturer of hearing systems, the market leader in wireless communication systems for audiology applications, develops and manufactures advanced cochlear implant systems and provides professional solutions for hearing protection. Sonova is pursuing a clear growth strategy and is intent to grow faster than the market. To this end it is constantly expanding its existing business segments and branching out into other areas of the hearing healthcare industry. Present in over 90 countries, and with a workforce of over 7,800 employees, Sonova generated sales of CHF 1.6 billion in the financial year 2010/11 and a net profit of CHF 231 million. This financially strong group of companies bases its success on innovation, customer focus and proactive cost management. The company has been successfully promoting understanding and communication for over 60 years, and is ideally positioned to benefit from the trends in this growth industry.

For more information please visit www.sonova.com.

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