

## Ad hoc Release

Place, Date Staefa (Switzerland), June 12, 2012  
Editor Lukas Braunschweiler (CEO)  
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### **Sonova announces management change in Channel Solutions**

**Staefa (Switzerland), 12.06.2012 – Alexander Zschokke, Sonova Group Vice President (GVP) Channel Solutions, has decided to leave the company to assume the role of CEO for the Franke Group as of October 1<sup>st</sup>, 2012. He will remain in his current position until the end of August, 2012.**

Alexander Zschokke joined Sonova in July 2006 as GVP Marketing. In February 2010, he took over the management of Sonova's retail business in the role of GVP Channel Solutions. After the departure of Valentin Chaperon in March 2011, Mr. Zschokke took on the position of interim CEO until end of October 2011, when Lukas Braunschweiler joined Sonova as CEO.

"We congratulate Alexander Zschokke on his appointment as CEO for Franke. We regret that he is leaving Sonova, but we respect his decision as we understand that this new role is a great opportunity for him. We would like to thank him for his valuable contribution over the last six years to make our company grow and prosper across the globe. We wish him all the best for his future", says Lukas Braunschweiler, CEO of Sonova Holding AG.

"Sonova is a very successful and unique company with an exceptional culture and great people. I'm very grateful for the experience I gained. The opportunities that were given to me were life-changing. At the same time, I'm really excited about the new challenges at Franke", says Alexander Zschokke.

Looking forward, Franz Petermann will take over as VP Channel Solutions and report directly to Lukas Braunschweiler. During Mr. Zschokke's tenure as interim CEO, Mr. Petermann already successfully led the global Channel Solutions organization.

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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 three core business brands Phonak, Unitron, Advanced Bionics. Sonova develops and distributes advanced hearing care solutions such as hearing instruments, cochlear implants, wireless communication systems for audiological applications as well as professional solutions for hearing protection. With the most extensive product portfolio and the highest R&D investment in the industry, Sonova aims to be the recognized innovation leader in the global hearing care market. Present across the globe in over 90 countries, and with a workforce of over 8,000 dedicated employees, Sonova generated sales of CHF 1,62 billion in the financial year 2011/12 and a net profit of CHF 246 million. A focused corporate strategy drives Sonova sustainably further in a growing and still significantly under-penetrated market. Founded in 1947, the company has been devoted to promoting better understanding and communication for over 65 years, thus considerably improving people's hearing ability and speech intelligibility and thereby their quality of life.

For more information please visit [www.sonova.com](http://www.sonova.com).

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