

Media Release

Subject **Disclosure of shareholdings**
Place, Date Staefa, August 10, 2012
Editor Lukas Braunschweiler (CEO) and Hartwig Grevener (CFO)
Page 1 of 2

MFS Investment Management and its subsidiaries hold 9.98% of Sonova Holding AG

According to the article 20 of the Swiss Stock Exchange Act, Sonova Holding AG announces that MFS Investment Management and its subsidiaries¹, 500 Boylston St., Boston, MA 02110, USA, hold 6,641,695 registered shares with a par value of CHF 0.05 as of August 3, 2012 due to sale of securities. This corresponds to 9.98% of total capital and voting rights.

¹Subsidiaries of MFS Investment Management:

MFS Investment Management ("MFS") - 500 Boylston St., Boston, MA 02110, USA
MFS Heritage Trust Co. ("MFSHE") - 500 Boylston St., Boston, MA 02110, USA
MFS Institutional Advisors, Inc. ("MFSI") - 500 Boylston St., Boston, MA 02110, USA
MFS International Ltd. ("MIL") - Canons's Court, 22 Victoria Street, Hamilton, HM12, Bermuda
MFS International (U.K.) Ltd. ("MIL UK") - Paternoster House, 65 St.Paul's Churchyard, London EC4M 8AB, UK
MFS Investment Management K.K. ("MIM KK") - 16 F Daido Seimei Kasumigaseki building, 1-4-2 Kasumigaseki 1-Chome, Chiyoda-Ku, Tokyo 100-0013
MFS Investment Management ("LUX") S.A. ("MIM LUX") - 49, Avenue J.F. Kennedy, L-1855 Luxembourg, R.C.S. Luxembourg No. 76467
McLean Budden Limited ("MBL") – 145 King Street West, Suite 2525, Toronto, Ontario, Canada M5H 1J8

The address for all the entities listed above is:

c/o MFS Investment Management, 500 Boylston St., Boston, MA 02110, USA

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Page 2 of 2

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Disclaimer

This Media Release may contain forward-looking statements which offer no guarantee with regard to future performance. These statements are made on the basis of management's views and assumptions regarding future events and business performance at the time the statements are made. They are subject to risks and uncertainties including, but not confined to, future global economic conditions, exchange rates, legal provisions, market conditions, activities by competitors and other factors outside the company's control.

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.

Sonova shares (ticker symbol:SOON) 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 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, or outside the United States of America in reliance on Regulation S under the U.S. Securities Act.**