

Media Release

Place, Date Stäfa (Switzerland), February 18, 2010
Editor Dr. Valentin Chapero (CEO) and Oliver Walker (CFO)
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Sonova raises sales and earnings outlook for current business year 2009/10

Sonova Holding AG, the world's leading provider of hearing systems, announced today, that the Group anticipates an organic sales growth of 17-18% and an EBITA margin of around 28% for the business year 2009/10 - barring unforeseen events.

"With one and a half months to go before the end of the business year, the better-than-expected demand for our products has allowed us to raise the outlook for the current business year," said Valentin Chapero, CEO of Sonova Holding AG. "The success of the recently launched products in particular has contributed strongly to this improved growth outlook and will enable us to make further sustained gains in market share. Furthermore, the market environment as a whole has also continued to improve," said Mr. Chapero.

The company issued its former outlook of 13-15% organic growth and an EBITA margin of 27-28% for the current business year as part of the semi-annual report in November 2009.

Sonova will publish its results for the business year 2009/10 on May 18, 2010.

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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 on building its market share. 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 5,600 employees, Sonova generated sales of CHF 1.249 billion in the financial year 2008/09 and a net profit of CHF 284 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.

Sonova shares (ticker symbol: SOON) have been listed on the SIX Swiss Exchange since 1994.