

INVITATION

Investor & Analyst Day 2014

14 October 2014, Stäfa Switzerland

Dear investors and analysts,

We cordially invite you to our Annual Investor & Analyst Day 2014 to be held on Tuesday, 14 October 2014 at our headquarters in Stäfa, Switzerland.

This year's event will highlight the exciting fall product launches, provide a more in-depth look at new distribution formats and channels and give an update of our strategy and key initiatives. A guided tour of our high-tech production center will be offered after the official program.

Please note that given the timing of the event there will be no Sonova Investor & Analyst presentation at the EUHA taking place from 15 -17 October in Hannover, Germany.

Please send an email to the Investor Relations team (ir@sonova.com) until 23 September 2014 to register. A detailed agenda will be available in due course. The event will end at around 3.00pm.

We look forward to welcoming you in Stäfa.

Best regards,



Lukas Braunschweiler, CEO



Hartwig Grevener, CFO

Date

Tuesday, 14 October 2014

Time & preliminary program

8.30am	Registration and coffee
9.00am	Morning session
12.00pm	Lunch
1.15pm	Afternoon session
3.00pm	End of the event

Venue

Sonova Holding AG
Laubisrütistr. 28
8712 Stäfa
Switzerland

Language

The conference will be held in English.
There will be no webcast available.

Public transport

S7 Zürich main station (HB) dep. 08.12h Rapperswil dep. 08.10h
Stäfa arr. 08.37h Stäfa arr. 08.22h

There is a public bus service to the Sonova headquarters (No. 955, Hombrechtikon via Laubisrüti, bus stop 'Phonak'). It leaves directly in front of the Stäfa train station. It will also take you back after the event.

Only a very limited number of parking spaces will be available. If possible, please use public transportation.

If you have any questions regarding the event, please contact the Investor Relations team phone: +41 (0)58 928 33 22 or e-mail: ir@sonova.com



Hotel recommendations

Hotel Schwanen Rapperswil **Superior**
Seequai 1
CH-8640 Rapperswil SG, Switzerland

Phone: +41 55 220 85 00
Email: reservation@schwanen.ch
Website: www.schwanen.ch



Price: from 185.00 CHF- 255.00 CHF excl. breakfast

If you book a hotel room at Hotel Schwanen, please mention that you are joining the SONOVA Investor & Analyst day.

BEST WESTERN PLUS Hotel Speer ****
Untere Bahnhofstrasse 5
CH-8640 Rapperswil SG, Switzerland

Phone: + 41 55 220 89 00
Email: info@hotel-speer.ch
Website: www.hotel-speer.ch



Price: 161.00 CHF incl. breakfast

If you book a hotel room at Hotel Speer, please mention that you are joining the SONOVA Investor & Analyst day.