

INVITATION

Investor & Analyst Day 2016

October 18, 2016, Stäfa Switzerland

Dear investors and analysts,

We cordially invite you to our Annual Investor & Analyst Day 2016 to be held on Tuesday, October 18, 2016 at our headquarters in Stäfa, Switzerland.

We will provide an update on our strategy for professional services (retail). In connection with the current and upcoming launches, we will present an overview of our latest innovative technologies and product solutions in both Hearing Instruments and Cochlear Implants. We aim to once again use this event to delve deeper into a number of exciting topics and give you the opportunity to meet the management team.

Please note that given the timing of the event we will not be hosting a presentation at the EUHA congress which is taking place from October 19-21, 2016 in Hannover, Germany.

To register for the event, please send an email to the Investor Relations team (ir@sonova.com) until September 27, 2016. A detailed agenda and sign-up form for the bus transfer and the factory tour will be available in due course.

We look forward to welcoming you in Stäfa.

Best regards,



Lukas Braunschweiler, CEO



Hartwig Grevener, CFO

Date

Tuesday, October 18, 2016

Time & preliminary program

8.30am Reception, Coffee and Croissants
9.00am Morning session
12.15pm Lunch
1.30pm Afternoon session
3.00pm End of the event

A factory tour will be offered for those interested following 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.

How to find us

<http://www.sonova.com/en/about-us/how-find-us>

Organized bus transfer from Zurich

- 07.30** Meet in downtown Zurich (details to follow)
- 07.45** Bus transfer from Zurich (Stadthausquai) to Stäfa (Sonova)
- 15.00** Bus transfer from Stäfa to Zurich Airport (for direct flights to the EUHA congress in Hannover leaving at 18.00 or 21.00)
- 15.00** Bus transfer from Stäfa to downtown Zurich (Stadthausquai)

Only a very limited number of parking spaces will be available. We therefore kindly ask you to use public transportation if possible.

If you have any questions regarding the event, please contact Investor Relations: Phone: +41 58 928 33 22, E-mail: ir@sonova.com

Hotel recommendations

Here are the details for two hotels within walking distance of the bus pickup:

PARK HYATT ZÜRICH *****

Beethoven-Strasse 21
8002 Zürich
Switzerland

Phone: +41 43 883 12 34
Email: zurich.park@hyatt.com
Website: <http://zurich.park.hyatt.com>

HOTEL STORCHEN ** Superior**

Weinplatz 2
8001 Zürich
Switzerland

Phone: + 41 44 227 26 17
Email: reservation@storchen.ch
Website: <http://www.storchen.ch/>