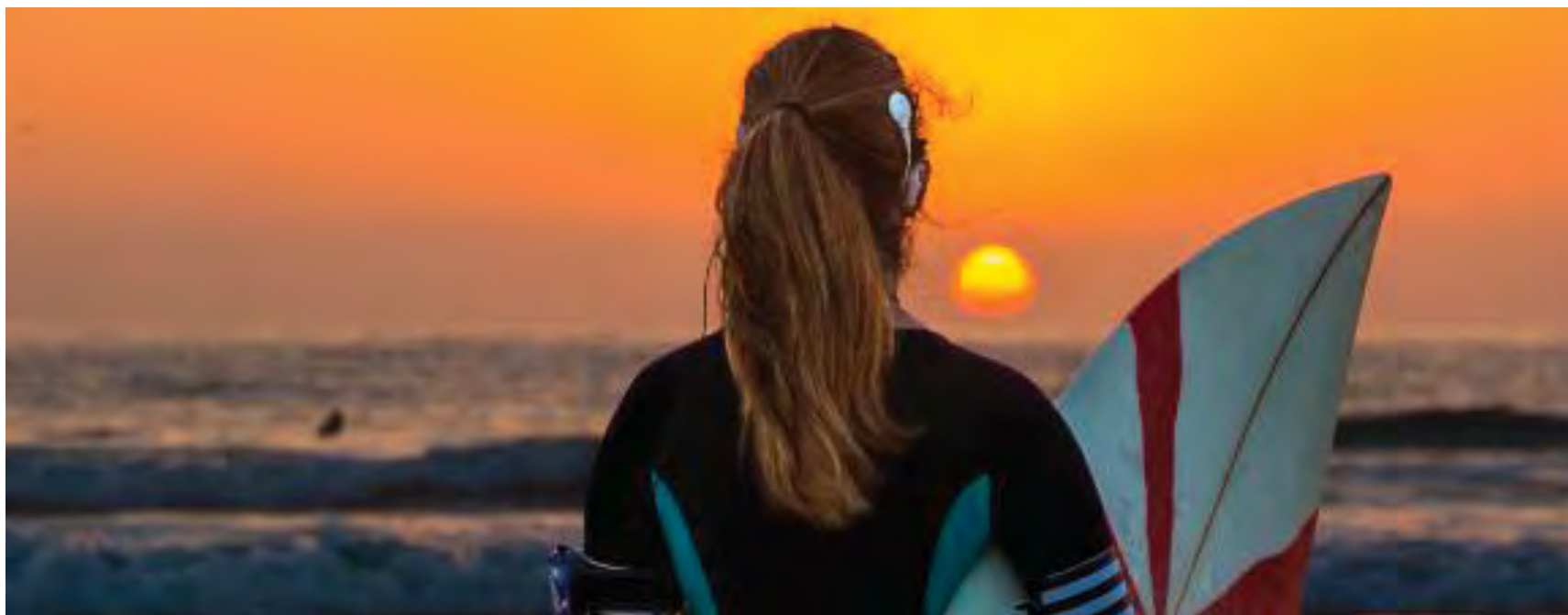


Investor & Analyst Day 2015

Stäfa | 13 October 2015



Investor & Analyst Day 2015



Program

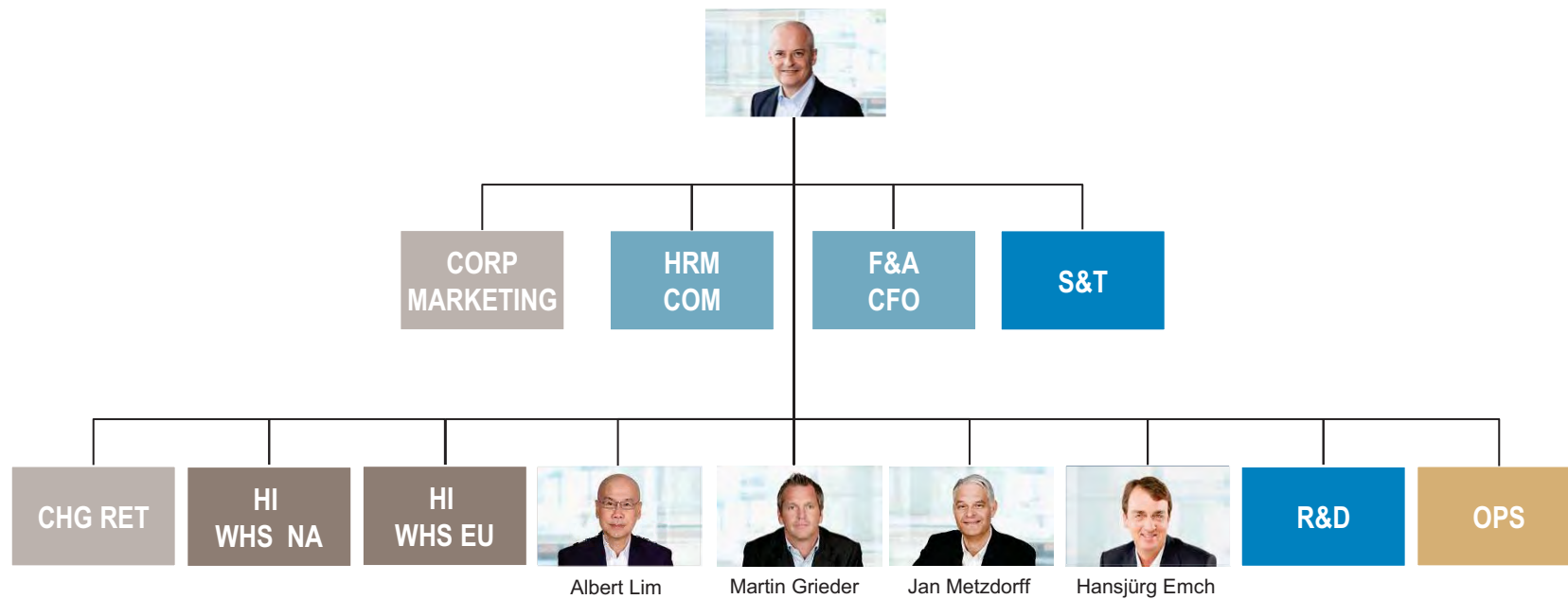
08.30	Reception, Coffee and Croissants
09.00	Driving innovation in hearing care Lukas Braunschweiler, CEO
09.45	e-Solutions – The e-Hearingcare opportunity Martin Grieder, GVP Phonak Jonathan Gardner, Managing Director Boots Hearingcare
10.30	Coffee break
10.45	Go-to-market – China, exploiting a fast growing market Albert Chin-Hwee Lim, VP Wholesale Asia/Pacific
11.30	New products – Hearing instruments Martin Grieder, GVP Phonak Jan Metzдорff, VP Unitron
12.15	Lunch break
13.30	New products – Cochlear implants Hansjürg Emch, GVP Medical
14.30	Summary and Q&A Lukas Braunschweiler, CEO
15.00	Factory tour

Disclaimer

This presentation contains 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 Sonova's control. Should one or more of these risks or uncertainties materialize or should underlying assumptions prove incorrect, actual outcomes may vary materially from those forecasted or expected. Each forward-looking statement speaks only as of the date of the particular statement, and Sonova undertakes no obligation to publicly update or revise any forward-looking statements, except as required by law.

This presentation constitutes neither an offer to sell nor a solicitation to buy any securities. This presentation does not constitute an offering prospectus within the meaning of Article 652a of the Swiss Code of Obligations nor a listing prospectus within the meaning of the listing rules of SIX Swiss Exchange.

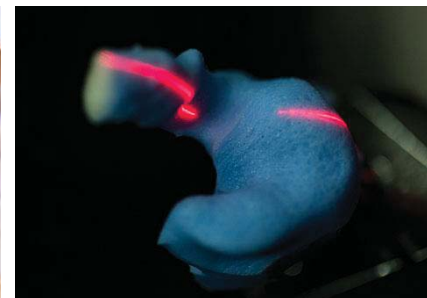
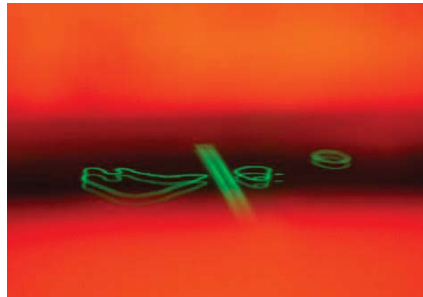
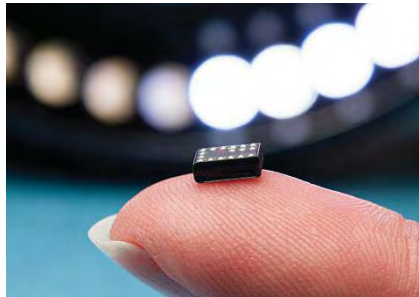
Sonova Management Board (MB)



MB team members presenting today

Driving innovation in hearing care

Stäfa, Switzerland | 13 October 2015 | Lukas Braunschweiler, CEO



1. Sonova Group

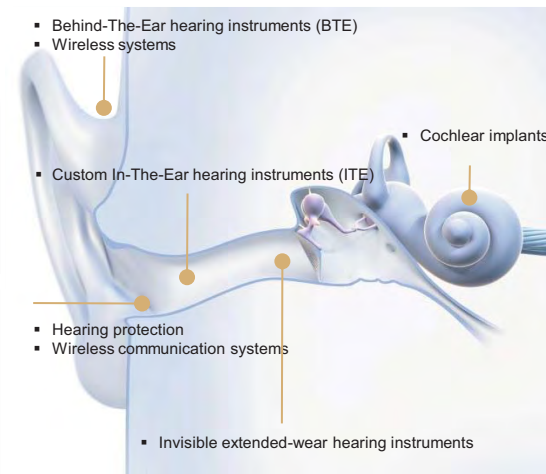
Clear and focused strategy – Customer driven innovation – Strong cash conversion

Broadest product and service offering	- Phonak, Unitron, Hansaton: Leading position in hearing instruments - Advanced Bionics: Strong contender on cochlear implants
Significant market share gain potential	- High R&D spend – fast product introduction - Differentiated multi-brand strategy - Optimized multi-channel approach
Strong and expanding global sales & distribution network	- Phonak, Unitron, Hansaton, Advanced Bionics: over 50 wholesale group companies and more than 100 independent distributors - Connect Hearing: over 2'000 POS retail clinics in 10 key markets
Strong new product pipelines	- High innovation rate and rapid new product introduction
Productivity / efficiency gains	- Leverage existing global infrastructure to expand margins
Mid-term financial targets (excluding FX impact)	- EBITA margin: expand to mid-twenties at constant FX - ROCE: expand to low-thirties

Products & services

Broadest and most advanced offering – Hearing instruments, cochlear implants ...

HI Hearing Instruments



CI Cochlear Implants



PHONAK

unitron

HANSATON
hearing & emotions



epic

Hansaton

Lapperre

**Connect
Hearing**
POUR VOTRE PROFESIONNAL

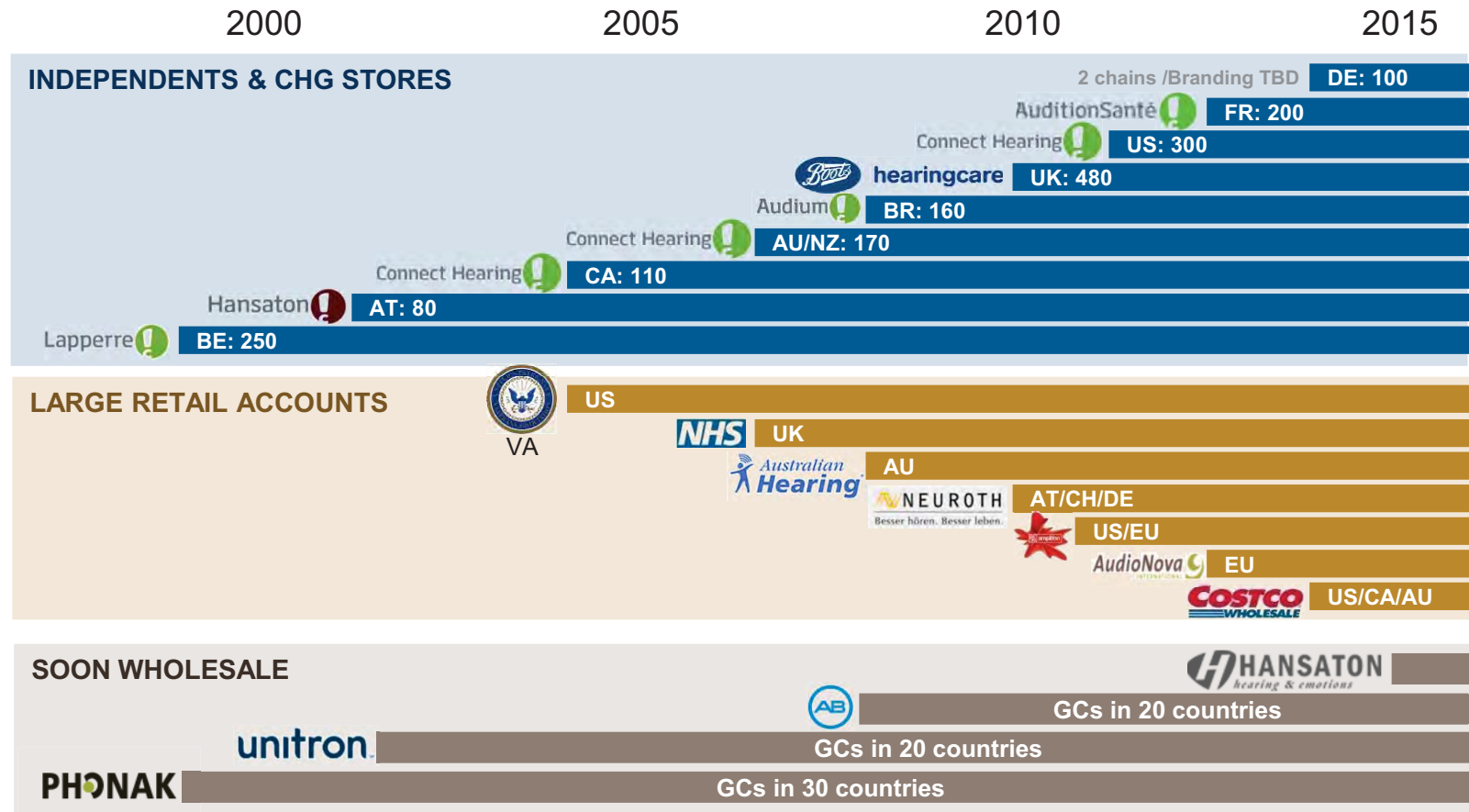
Boots hearingcare

AuditionSanté
L'accompagnement de correction d'audition

... and professional audiological services

Sales & distribution

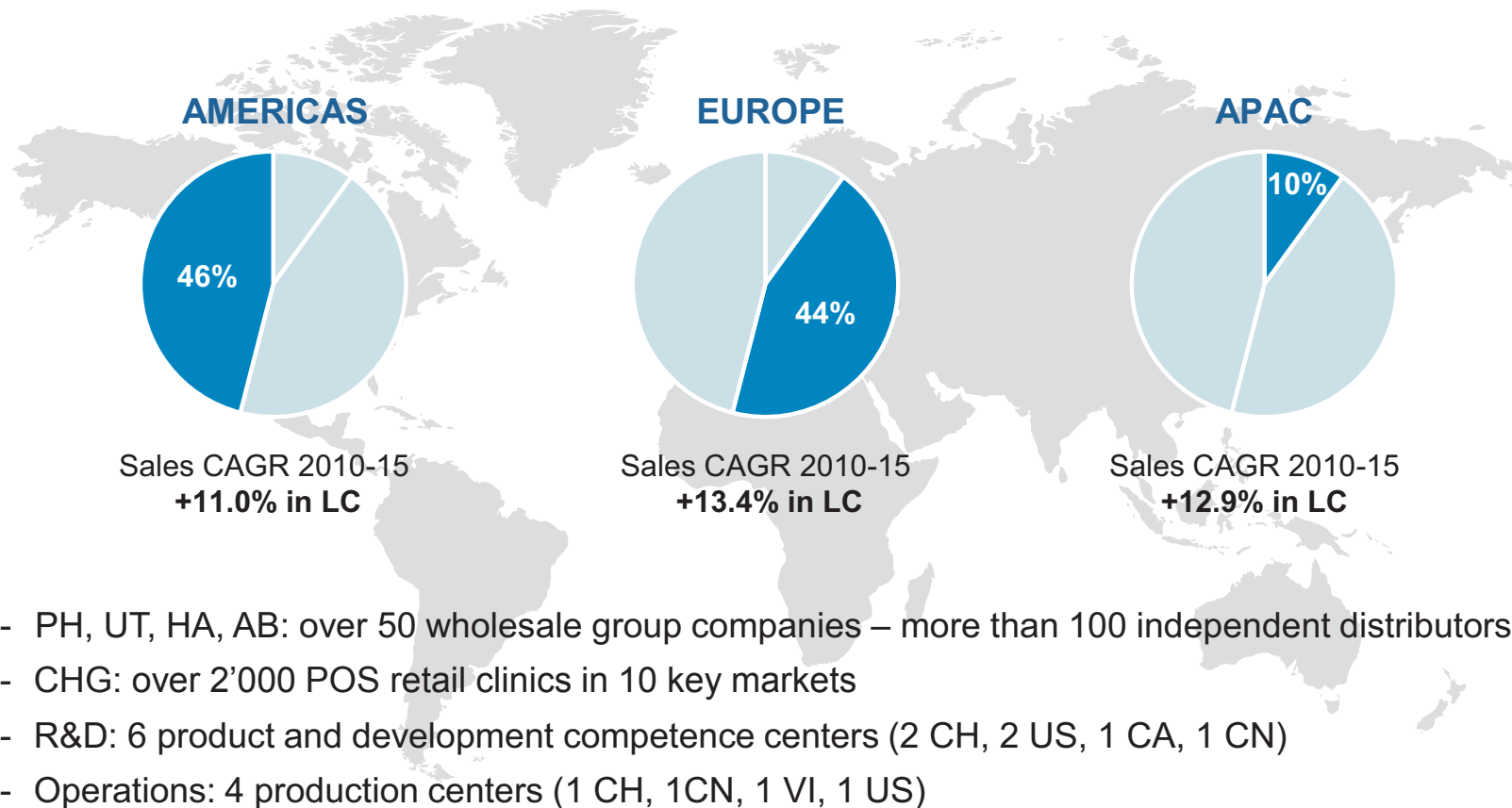
Retail – Strong expansion – Secure access to distribution and consumer



Wholesale – Largest global coverage – Support and service HCP partners worldwide

Global position & network

Strong global presence – Well established network and infrastructure



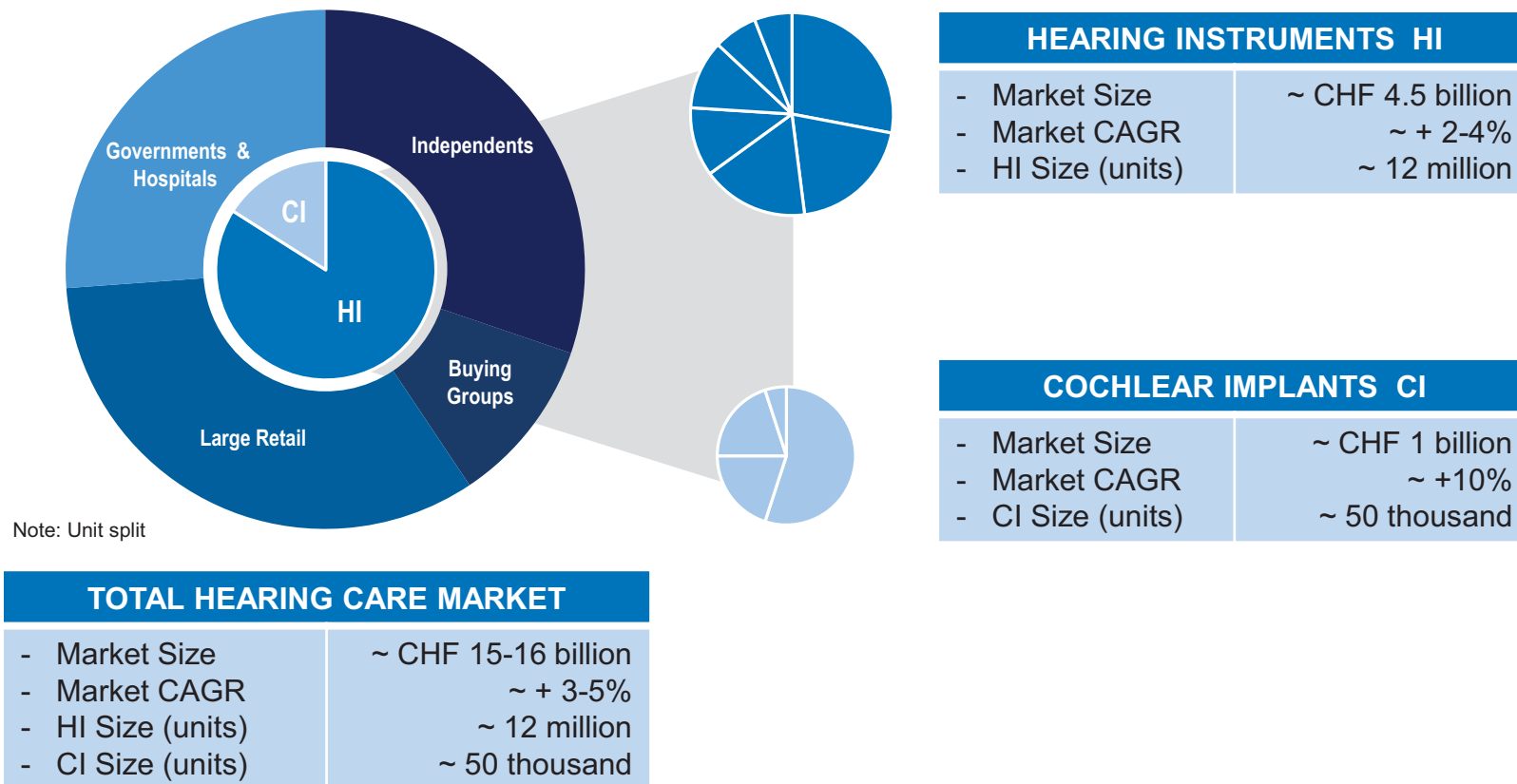
Largest global sales and distribution network in the industry – Wholesale and retail

2. Hearing care market

Hearing care market – Attractive size and growth potential – Strong fundamentals

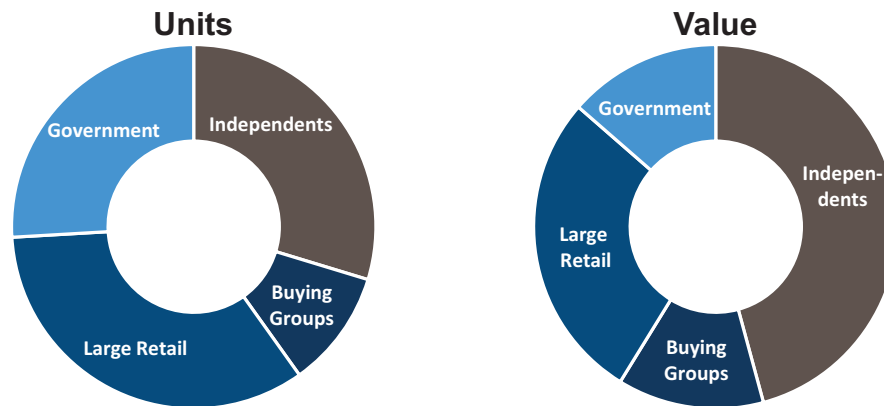
Market	- About 15% of adults with some hearing impairment – Low penetration rate - Total market size of CHF 15-16 billion – CAGR of +3-5% - HI: 12-13 million units / year – CAGR of +2-4% - CI: 50 thousand units / year – long-term CAGR of +10% (short term: +5%) - Service channels: 75% of value added – Key to access/support end-users/consumers
Market position Sonova	- Expanding into larger hearing care market – Leverage strong HI position - Channel mix – Balanced approach to all service providers - HI: leading No 1 position in wholesale - Multi-brand strategy - CI: runner-up No2/3 position behind strong market leader - Professional services/retail: strongly expanding No2 position
Market trends	- Trend 1: Increased adoption of implantable solutions – Aging population - Trend 2: Accelerated bifurcation of professional service channels - Trend 3: e-Health and e-Hearing care – Expanding digital value proposition

Hearing care market – Instruments, implants and services



Service channels – Key to access and support consumers

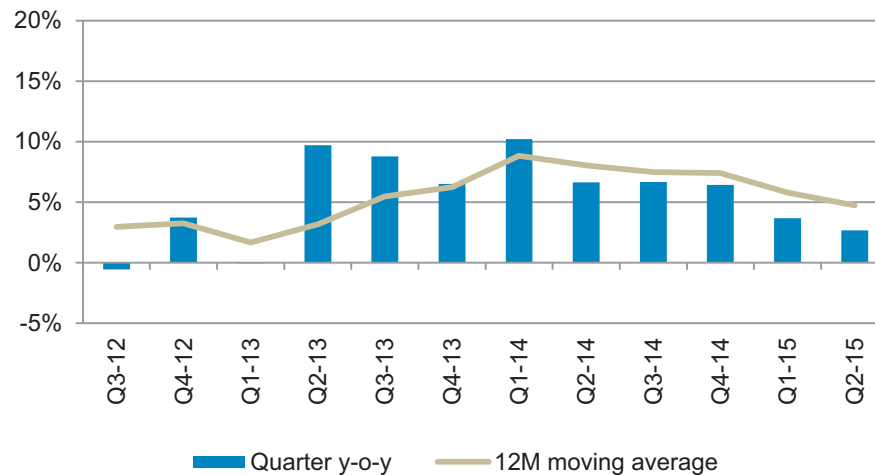
Hearing instruments – Global



Recent market factors:

- Sequential slowdown in recent quarters, mainly driven by previous FTC (free-to-client) growth in Europe (DE, NL)
- Quarterly growth numbers remain volatile and driven by short-term factors

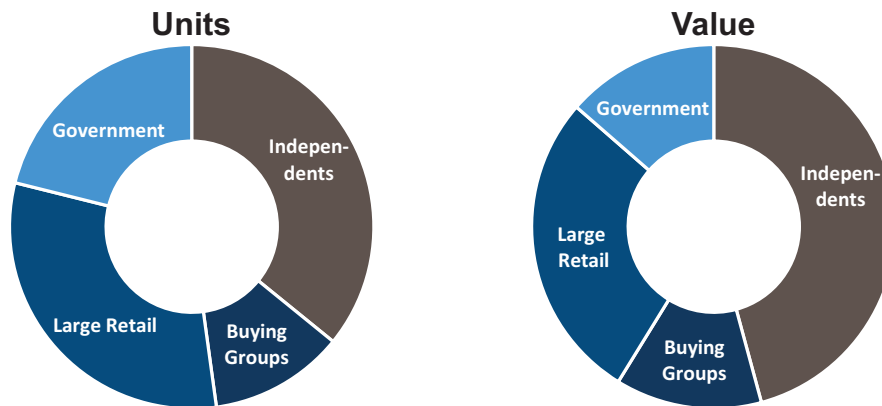
Unit Growth – Global



Sources:

- Unit and value split: Sonova estimates
- Unit growth: aggregated official local market statistics, representing around 70-75% of the global market

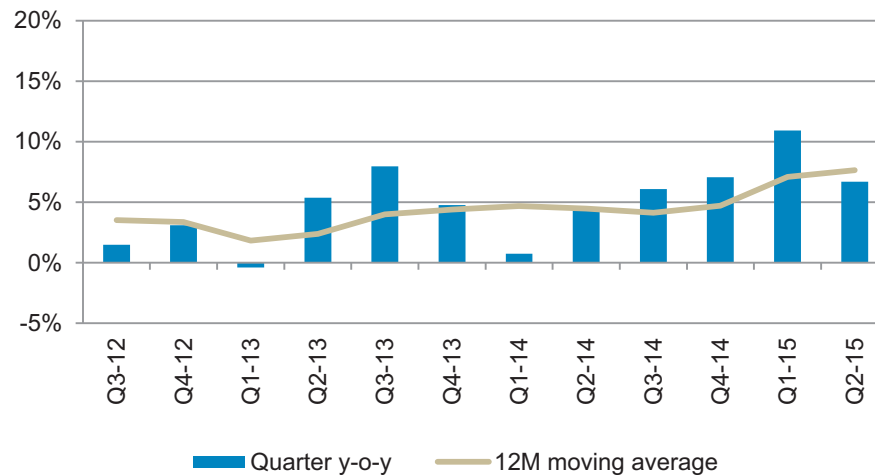
Hearing instruments – North America



Recent market factors:

- US: current growth above historic average – private and VA segment contributing
- US: Costo continuing to outpace commercial market growth
- CA: healthy unit growth

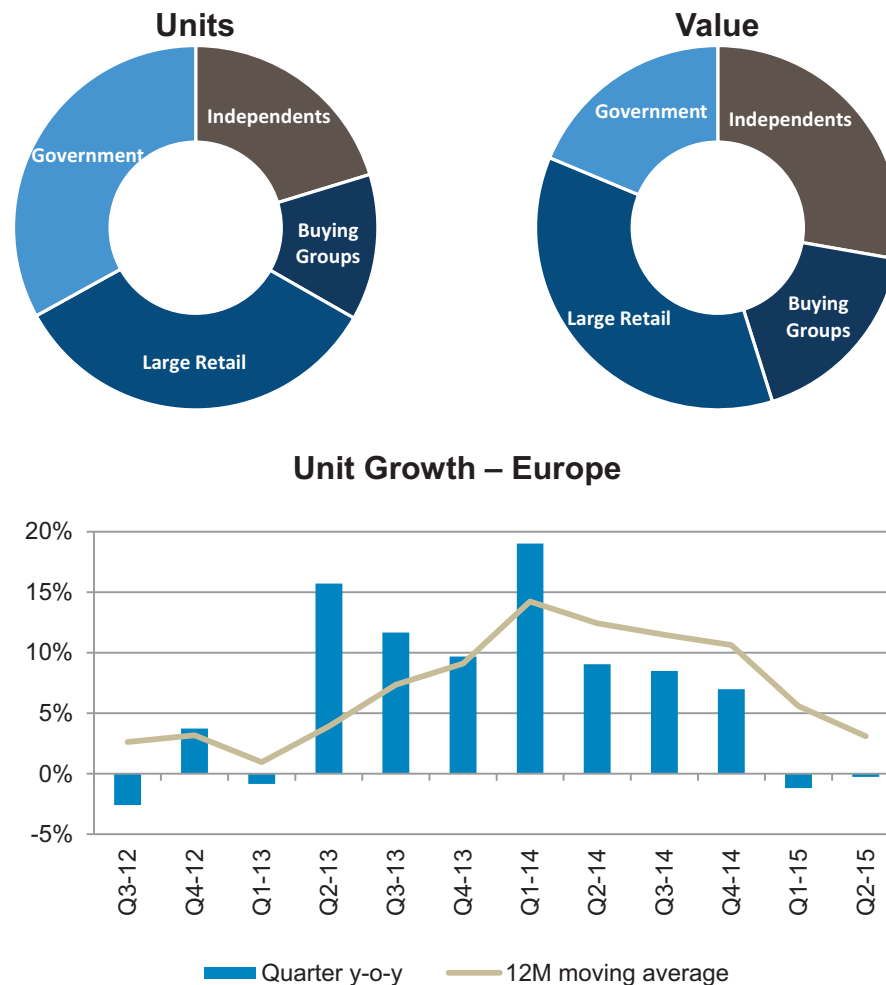
Unit growth – USA & Canada



Sources:

- Unit and value split: Sonova estimates
- Unit growth: aggregated official local market statistics for US, CA

Hearing instruments – Europe



Recent market factors:

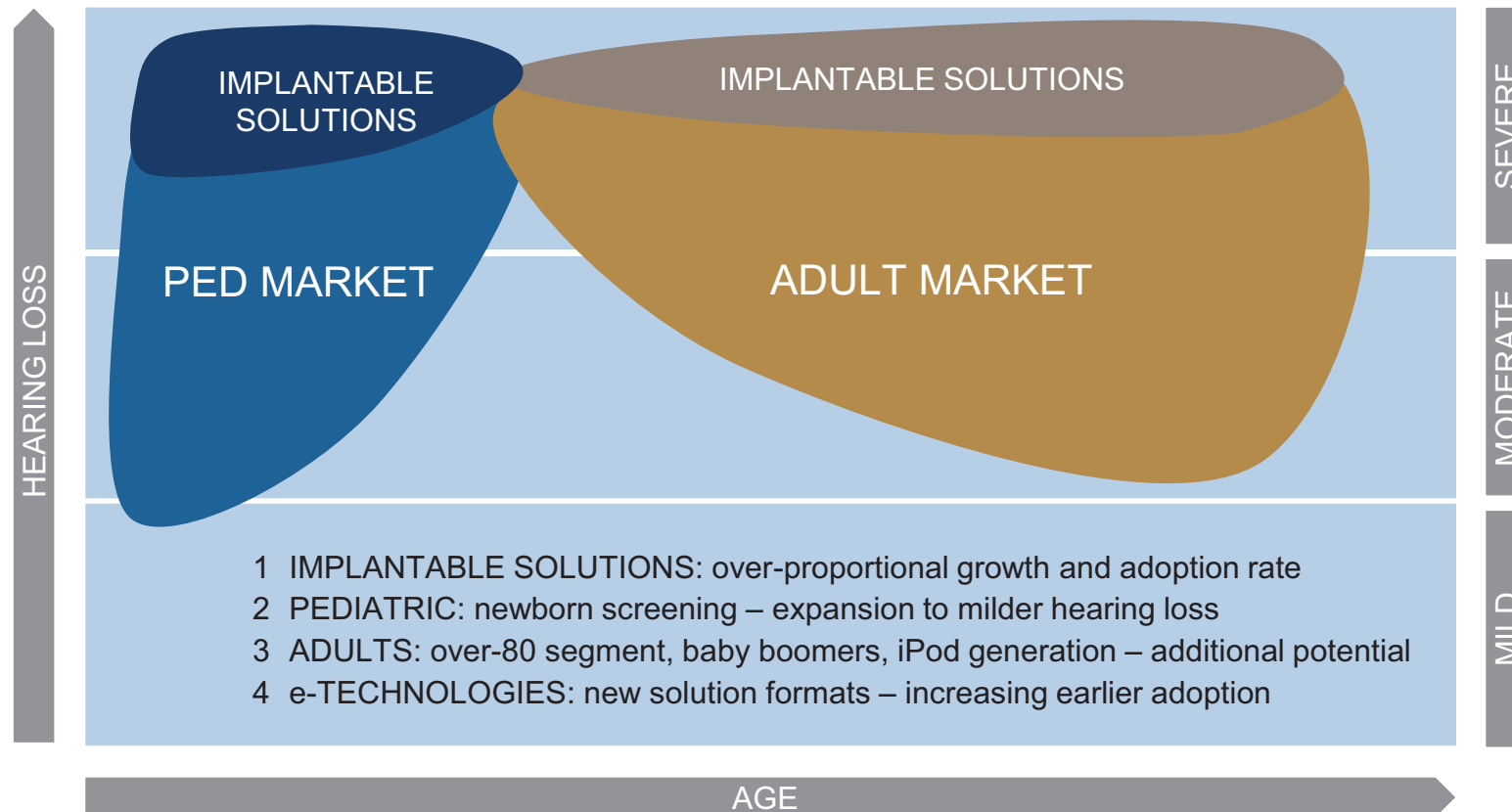
- DE : Market decline in 1H-15 after reimbursement driven boom in 2014. Market stabilizing in Q3
- FR : Double digit growth driven by B2C activities, faster renewals and new store openings
- UK : Continued solid growth in the private market – Public market (NHS) facing challenging base and freeze of the AQP roll-out
- IT : Mid-high single digit growth in 1H-15 compared to a lower base in 2014

Sources:

- Unit and value split: Sonova estimates
- Unit growth: aggregated official local market statistics for 10 large European markets

Market trends

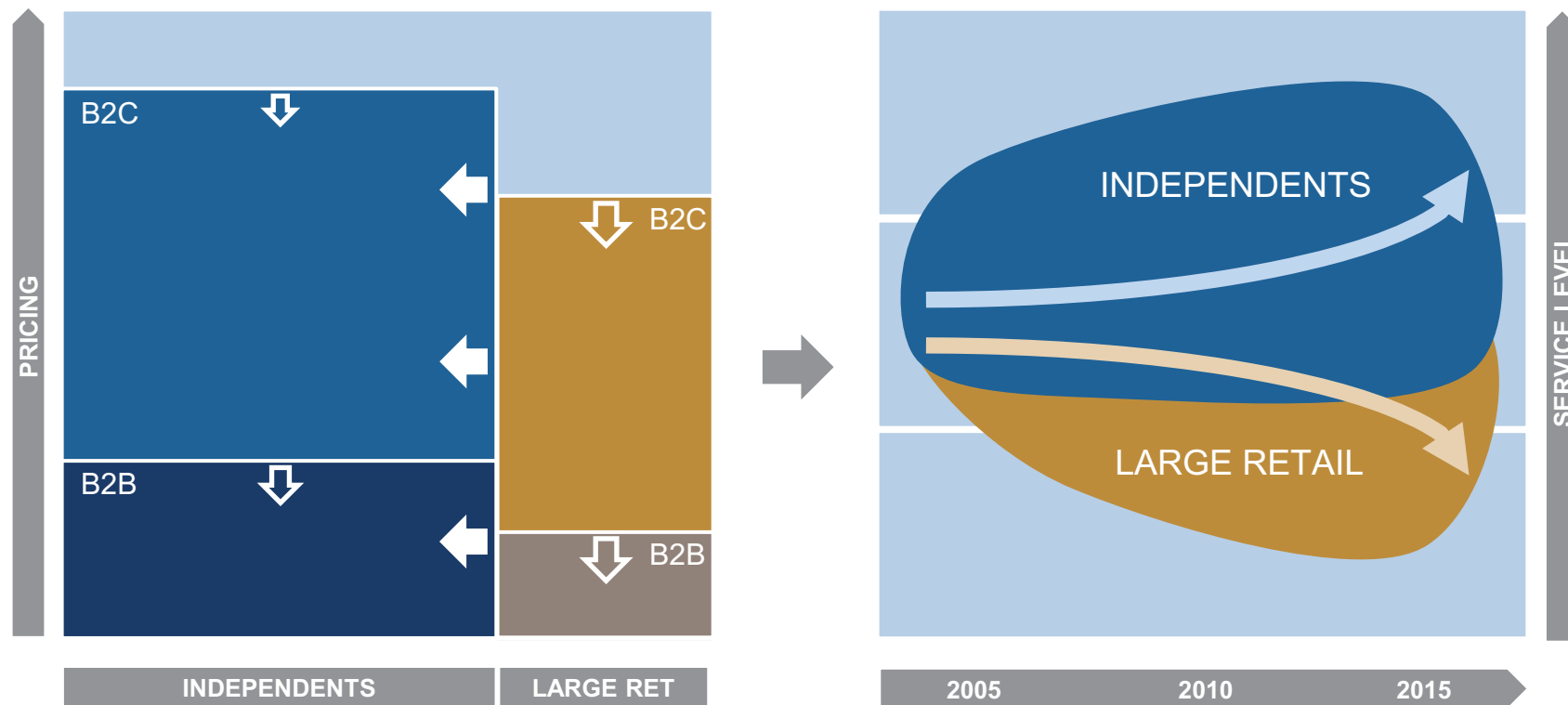
Trend 1 – Increased adoption of implantable solutions – Aging population increasing



Conclusion – Provide complete HI and CI solutions – Leverage e-Technologies

Market trends

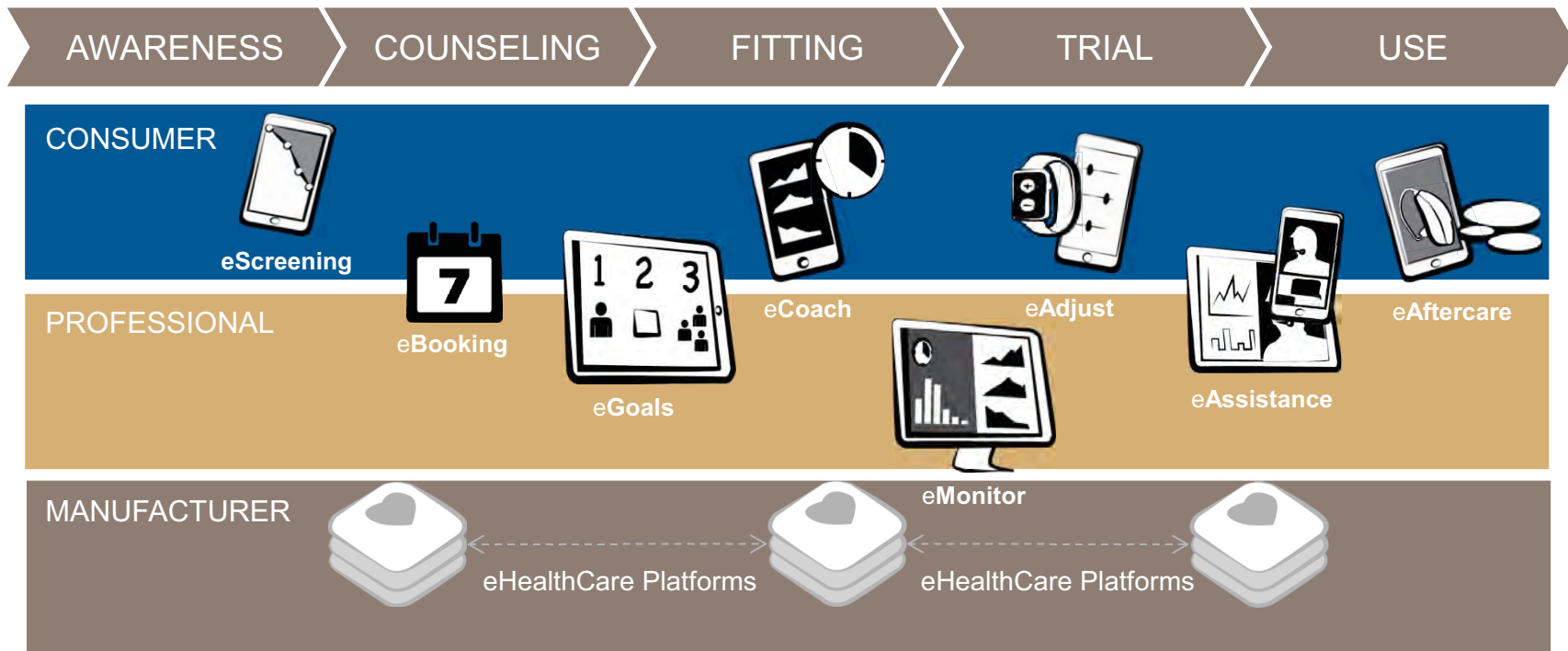
Trend 2 – Accelerated bi-furcation of professional service channels



Conclusion – Vertical integration to access value-added potential and consumer

Market trends

Trend 3 – e-Health and e-Hearing care – Expanding digital value proposition



- 1 PROFESSIONALS: ➔ cost efficiencies, relationships, insights
- 2 CONSUMERS: ➔ accessibility, seamlessness, control, autonomy, convenience
- 3 MANUFACTURERES: ➔ differentiation, relationship, lock-in, insights

Conclusion – Develop complete solution offering based on e-Technologies

3. Corporate strategy

Corporate strategy – Drive innovation to grow sales, earnings and cash flows

Strategic focus	- Focus on hearing care - Continuous innovation to grow sales , earnings and CF - Lead digital (r)evolution and e-business transformation in hearing care
1 New products	- Implement consistent platform approach for HI & CI solution development - Drive strong new product pipelines – Gross R&D 7-8% of sales
2 Go-to-market	- Grow market position along 4 main vectors – Drive vertical integration - Increase customer demand generation – B2B and B2C e-Marketing approach
3 e-Solutions	- Develop complete solution offering based on e-Technologies - Expand technology platform approach to include e-based technologies
4 Resources	- Leverage global infrastructure to expand margins – Create natural hedge
5 Acquisitions	- Invest to leverage existing channels and products – Strict acquisition criteria
6 Business portfolio	- Develop balanced portfolio of profitable growth businesses
7 Branding	- Develop business brands for markets – Sonova brand for public and employees

Strategic focus

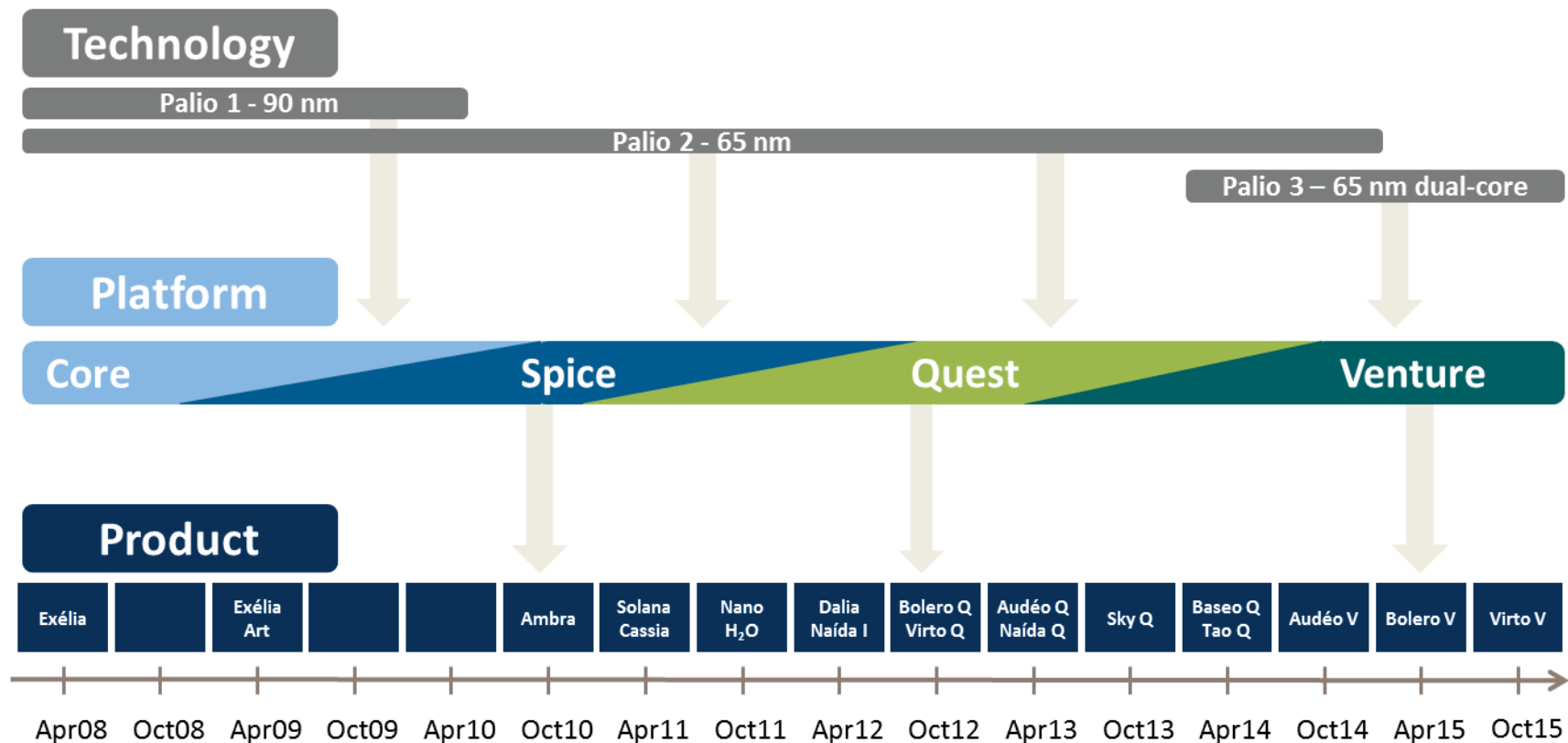
Focus on hearing care – Continuous innovation to grow sales and earnings



Lead digital (r)evolution and e-business transformation in hearing care

New product strategy

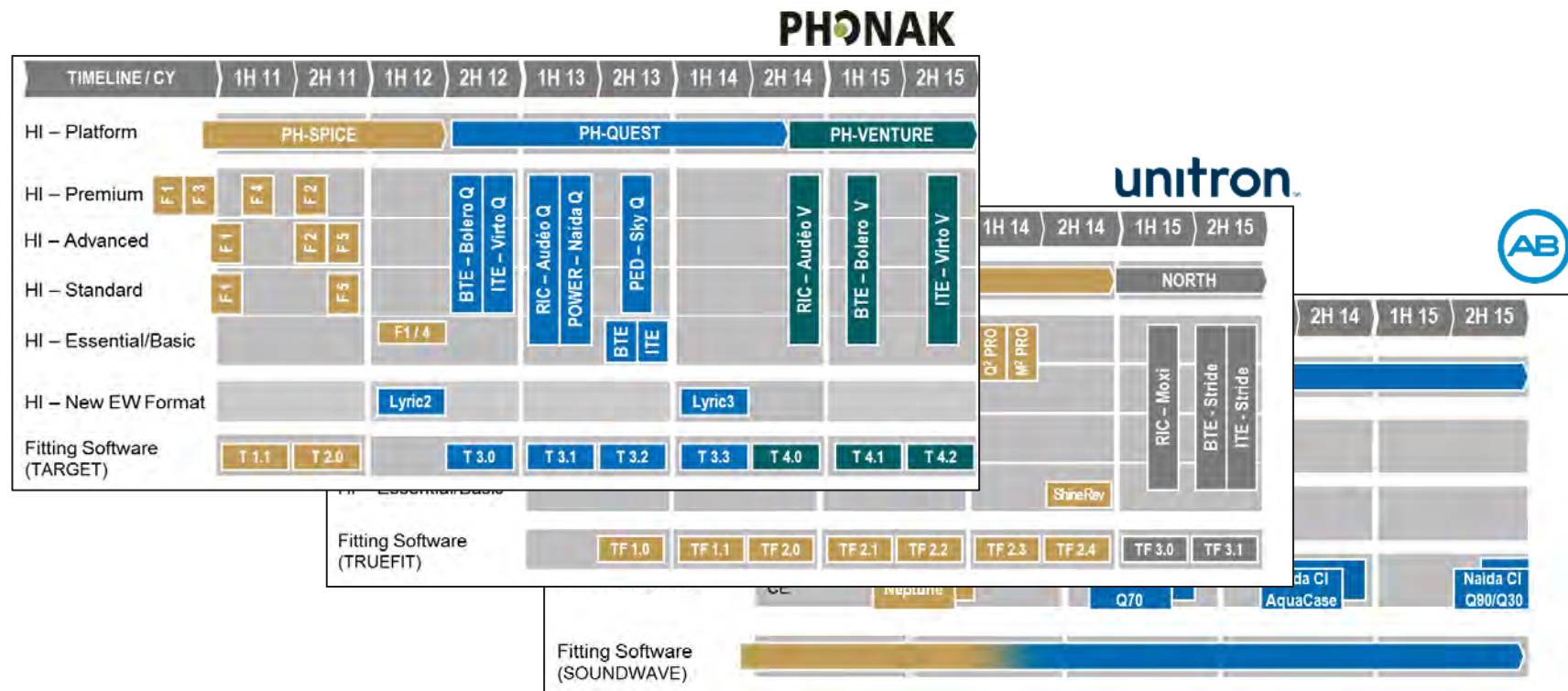
Implement consistent platform approach for HI & CI solution development



Drive strong new product pipelines – Gross R&D 7-8% of sales

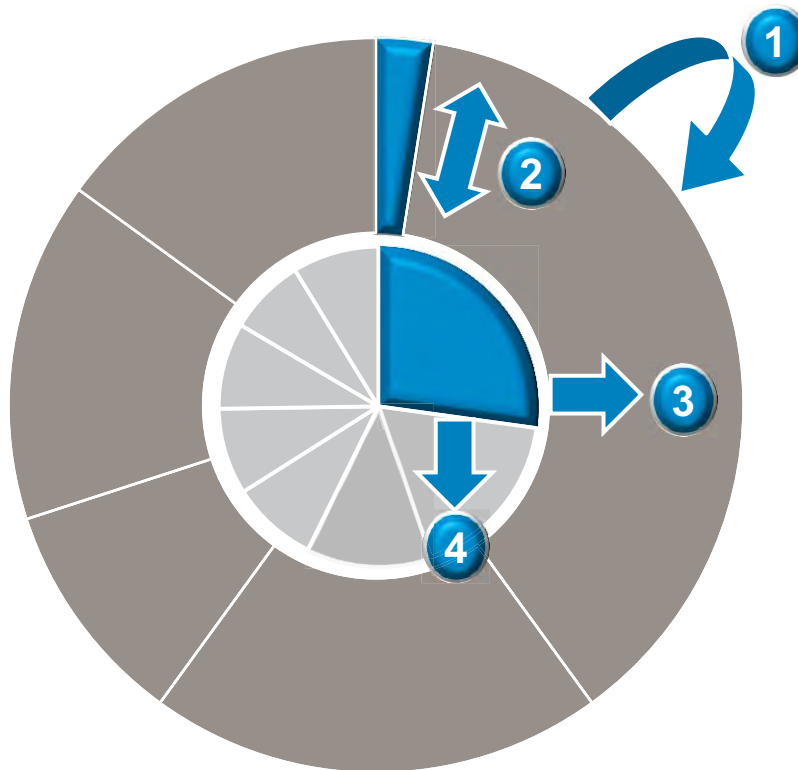
New product strategy

Leverage platform approach to offer complete range of products



Product pipelines: Consistently meeting product development targets

Grow market position along 4 main vectors – Drive vertical integration

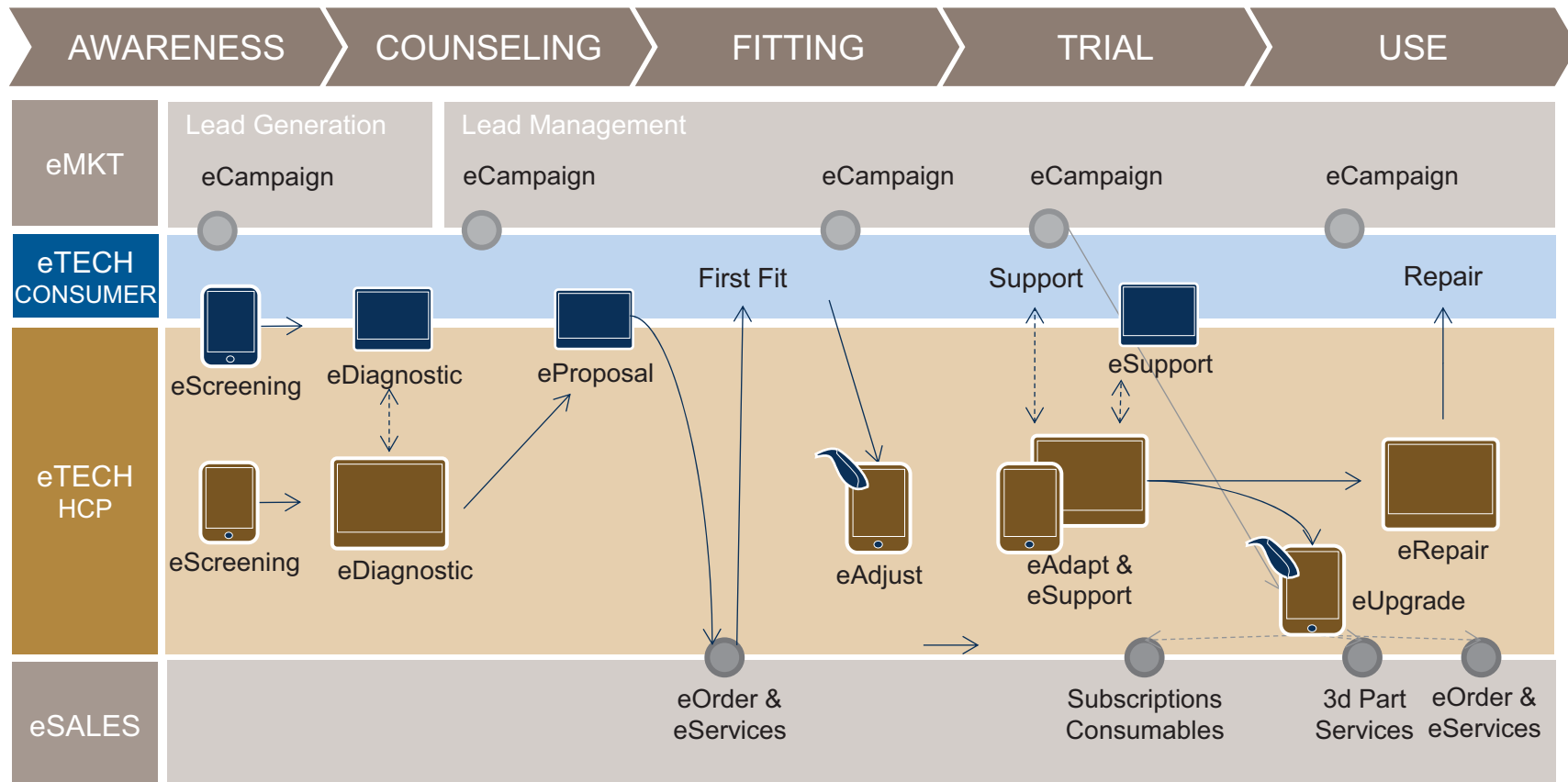


- 1** Develop consumer base
 - e-Marketing / direct marketing
 - Demand generation processes
- 2** Integrate service channels
 - Retail network expansion
 - Integration & productivity
- 3** Expand accessible markets
 - Emerging markets
 - New product formats
- 4** Penetrate existing markets
 - Multi-brand strategy
 - Continuous product innovation

Increase customer demand generation – B2B and B2C e-Marketing approach

e-Solution strategy

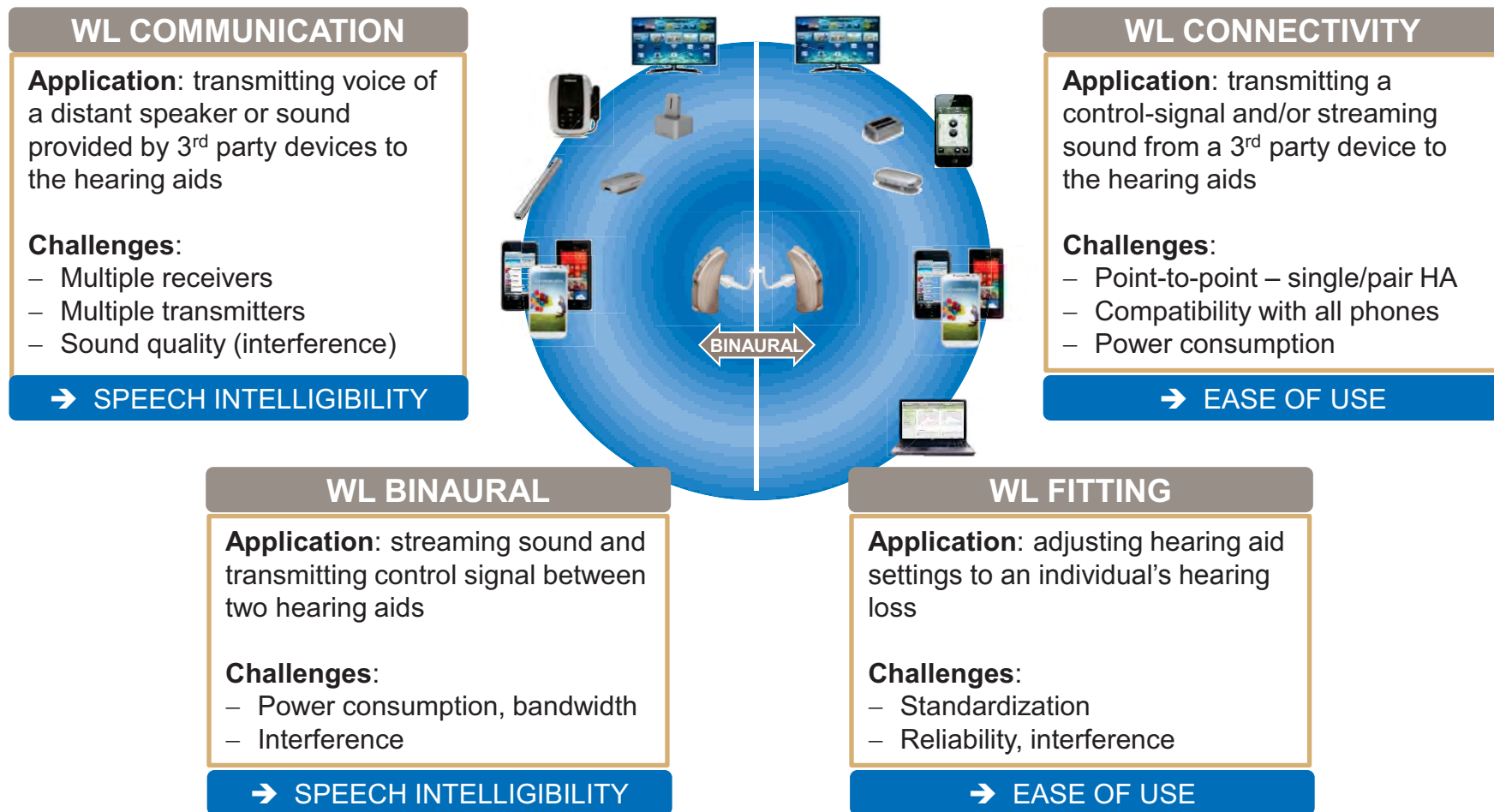
Develop complete solution and service offering based on e-Technologies



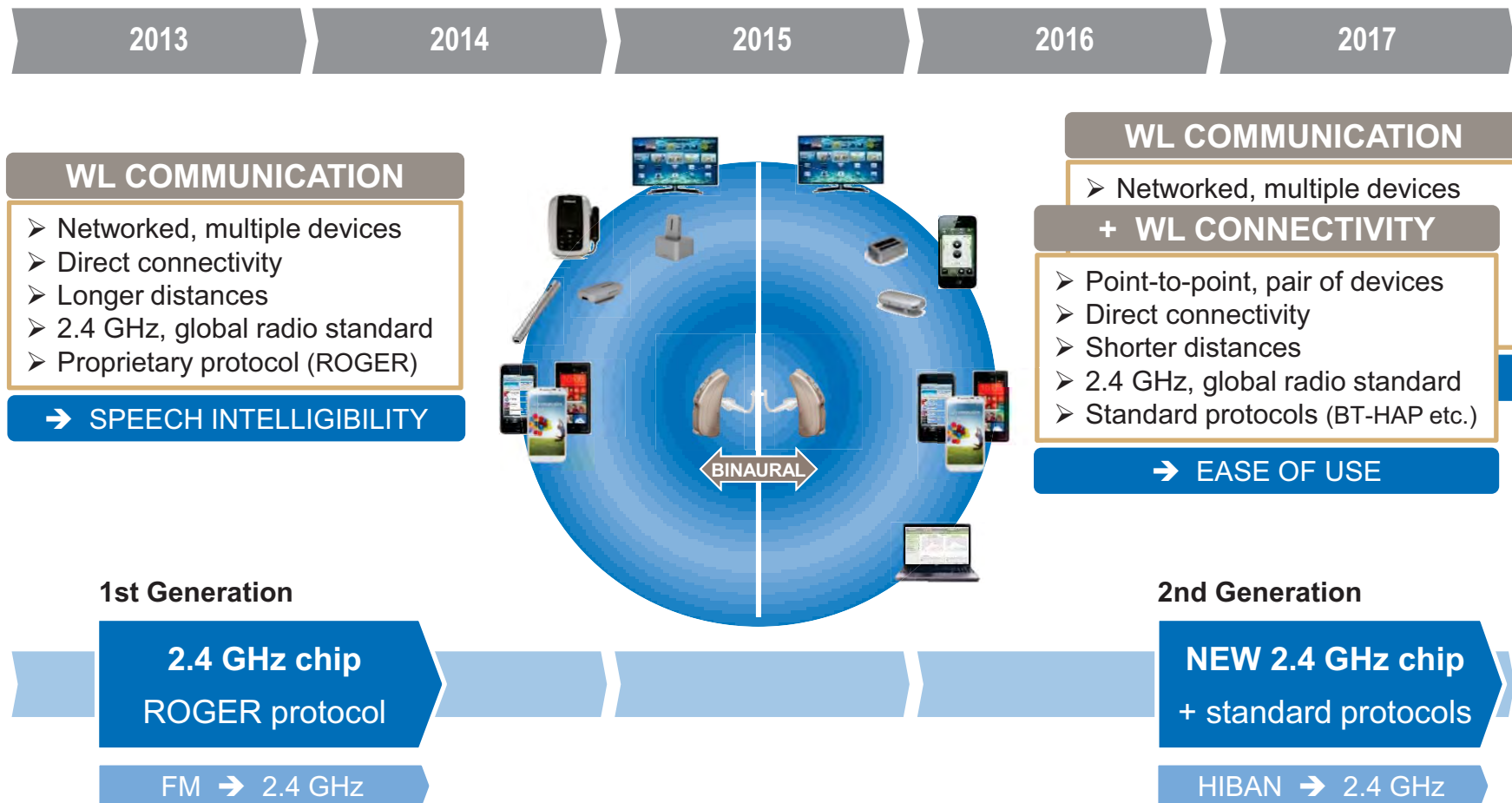
Expand technology platform approach to include e-based technologies

... and one more thing

Main applications for hearing aids

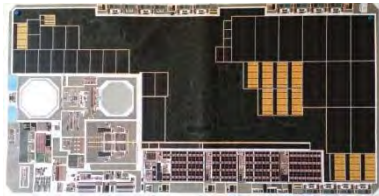


Strategic approach – Move wireless platform to 2.4 GHz radio technology



New 2.4 GHz radio chip

NEW 2.4 GHz chip
+ standard protocols



- ✓ Compatibility – “MFA” (*) connectivity to all BT phones, TVs , devices
- ✓ Flexibility – independent from devices, vendors, partnerships
- ✓ Standards – embedded standard and proprietary protocols
- ✓ Power – lowest energy for hearing aid applications, usage
- ✓ Ease of use – reducing complexity, standardization of accessories

- ✓ Universal – use one radio technology long-term
- ✓ Complexity – migrate complete product range to new technology
- ✓ Leap frog – apply latest radio chip technology
- ✓ Long-term – get ready for broader wearables market

(*) “MFA” = made for all

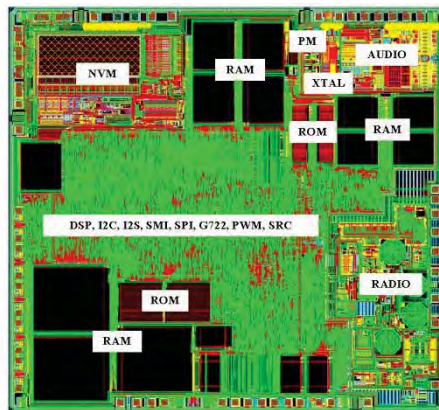
Specification targets achieved – Long- term application challenges solved

Evolution of 2.4 GHz radio chip technology

2.4 GHz chip ROGER protocol

1st Generation

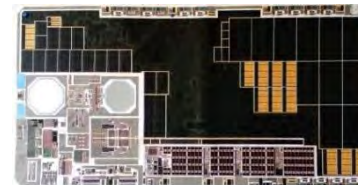
- Chip area = 18.04 mm²
- 6.8M transistors



NEW 2.4 GHz chip + standard protocols

2nd Generation

- Chip area = 6.80 mm²
- 37.9M transistors



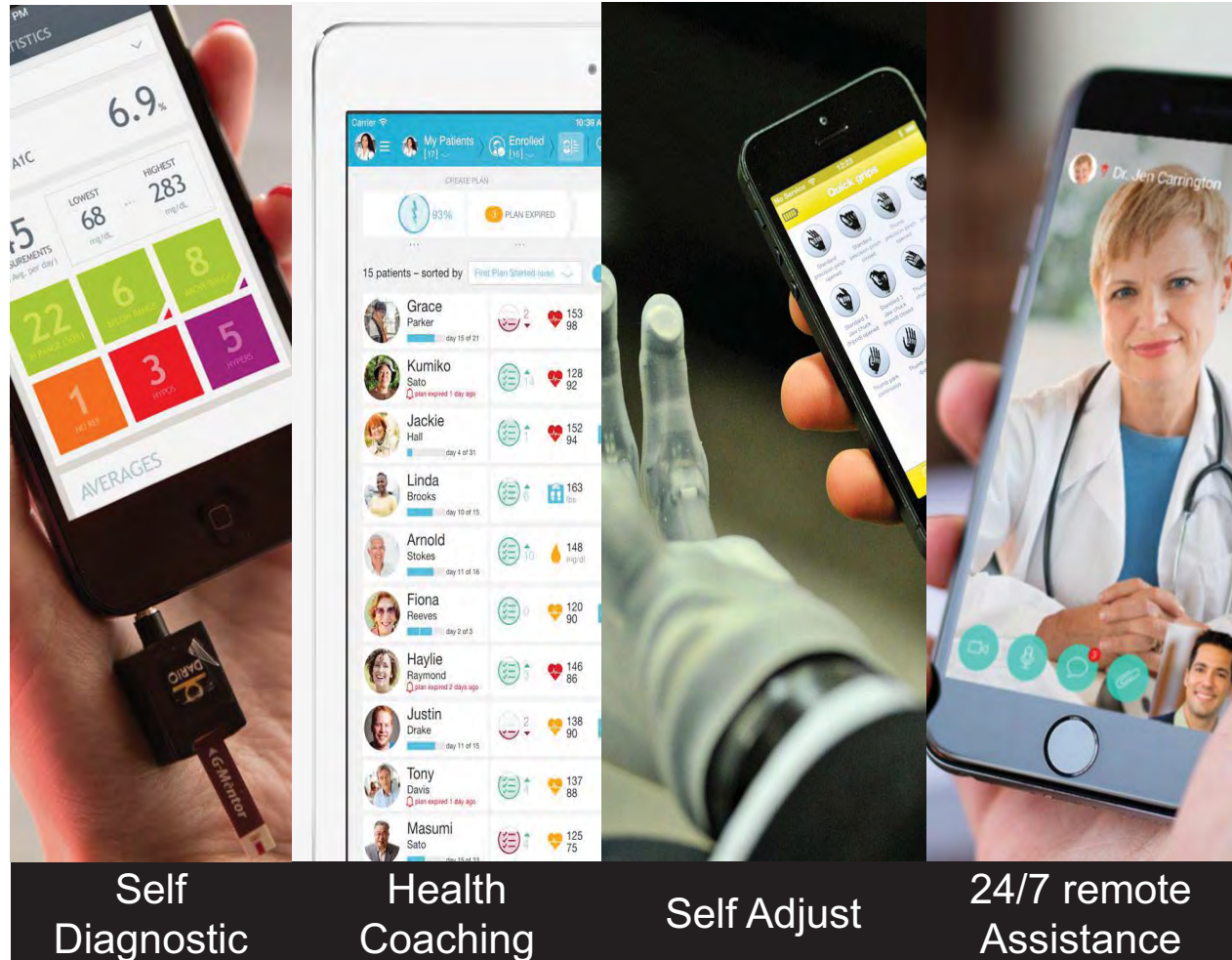
e-Solutions

The e-Hearingcare opportunity

Stäfa, Switzerland | 13 October 2015 | Martin Grieder, GVP Phonak



Digital transformation in healthcare - Reality



- **MayoClinic myCare** e-solution app allows doctors to track post-surgery pain and activity level of patients.
- **Twine** provides patients with an e-solution to set health goals and track medication.
- **Healthtap** offers users to connect to health specialists through videochat in realtime and provide electronic prescription directly to the pharmacy.

Source: Apigee Institute Report, The App is Not Enough: Keys to Unlocking the Full Value of Digital

Digital value propositions in hearing care



PROFESSIONALS

Costs, efficiency,
relationship, insights



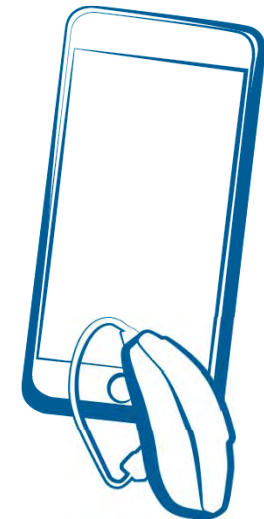
CONSUMERS

Accessibility, seamlessness,
control, autonomy, convenience



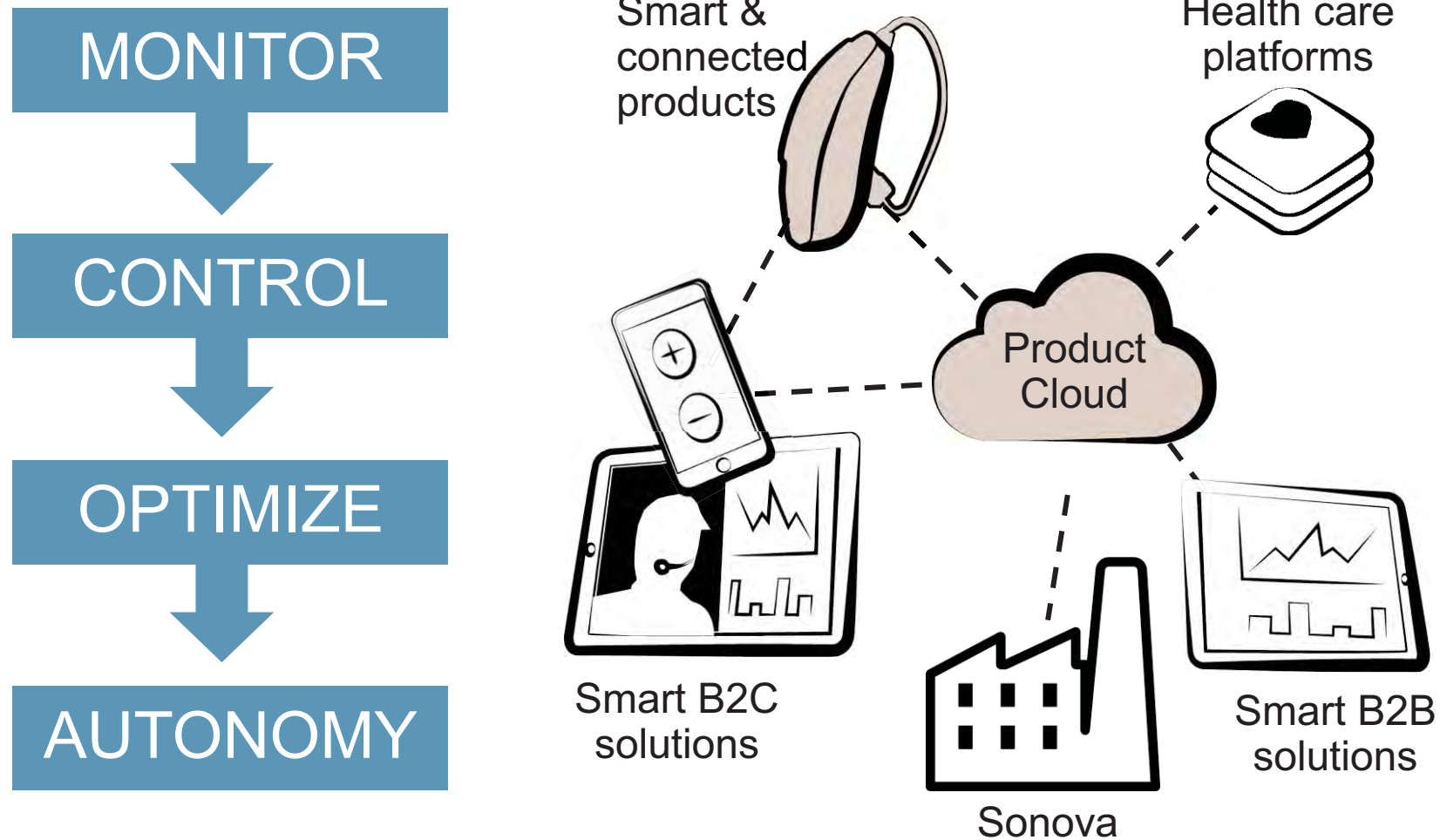
MANUFACTURERS

Differentiation, relationship,
lock-in, insights



Future Sonova hearing care platform

Connected products and services – Change of consumer experience



Example 1: Phonak

Short 3 minute web hearing check with high accuracy...

(https://www.phonak.com/en_us/online-hearing-test.html)



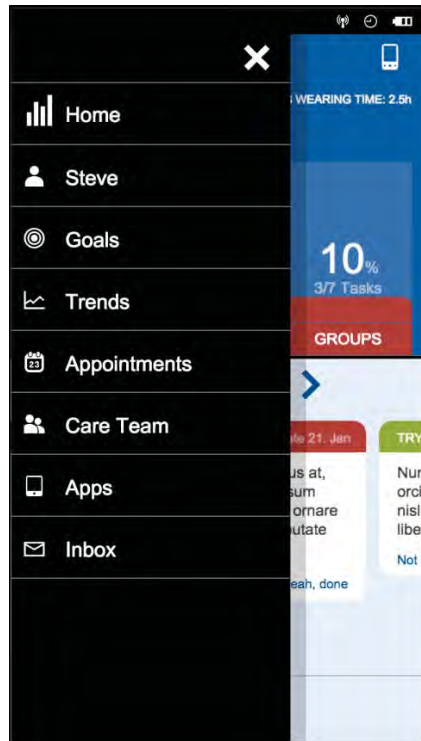
Example 2: Boots Hearingcare

Responsive design for all devices and brands...

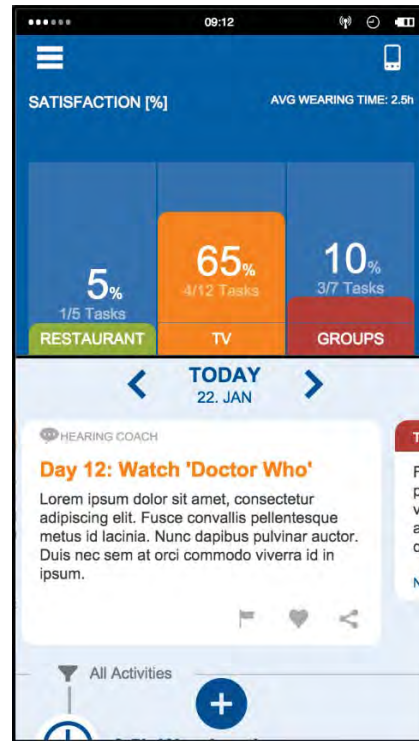
(<http://www.bootshearingcare.com/online-hearing-check/>)



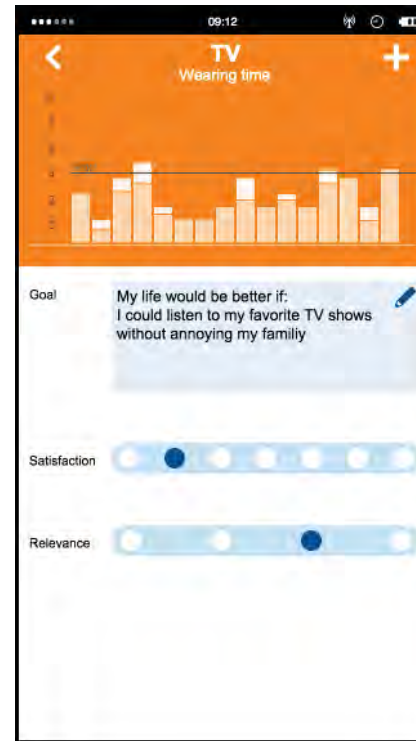
Monitor, engage and empower



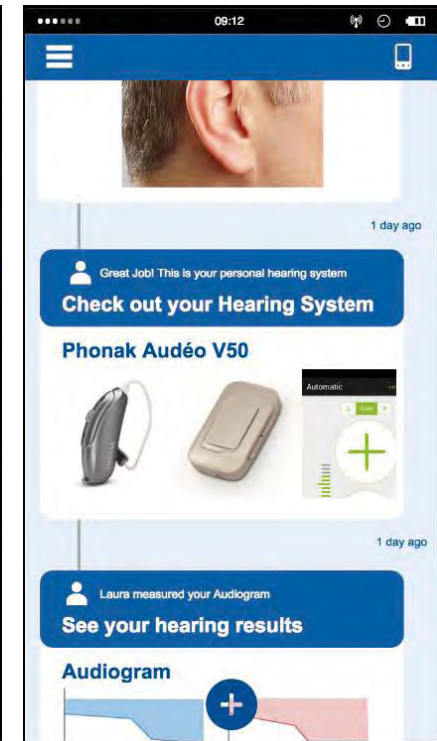
Personalized services and care



Engage and inform



Monitor wearing time and satisfaction



Provide access to personal health data

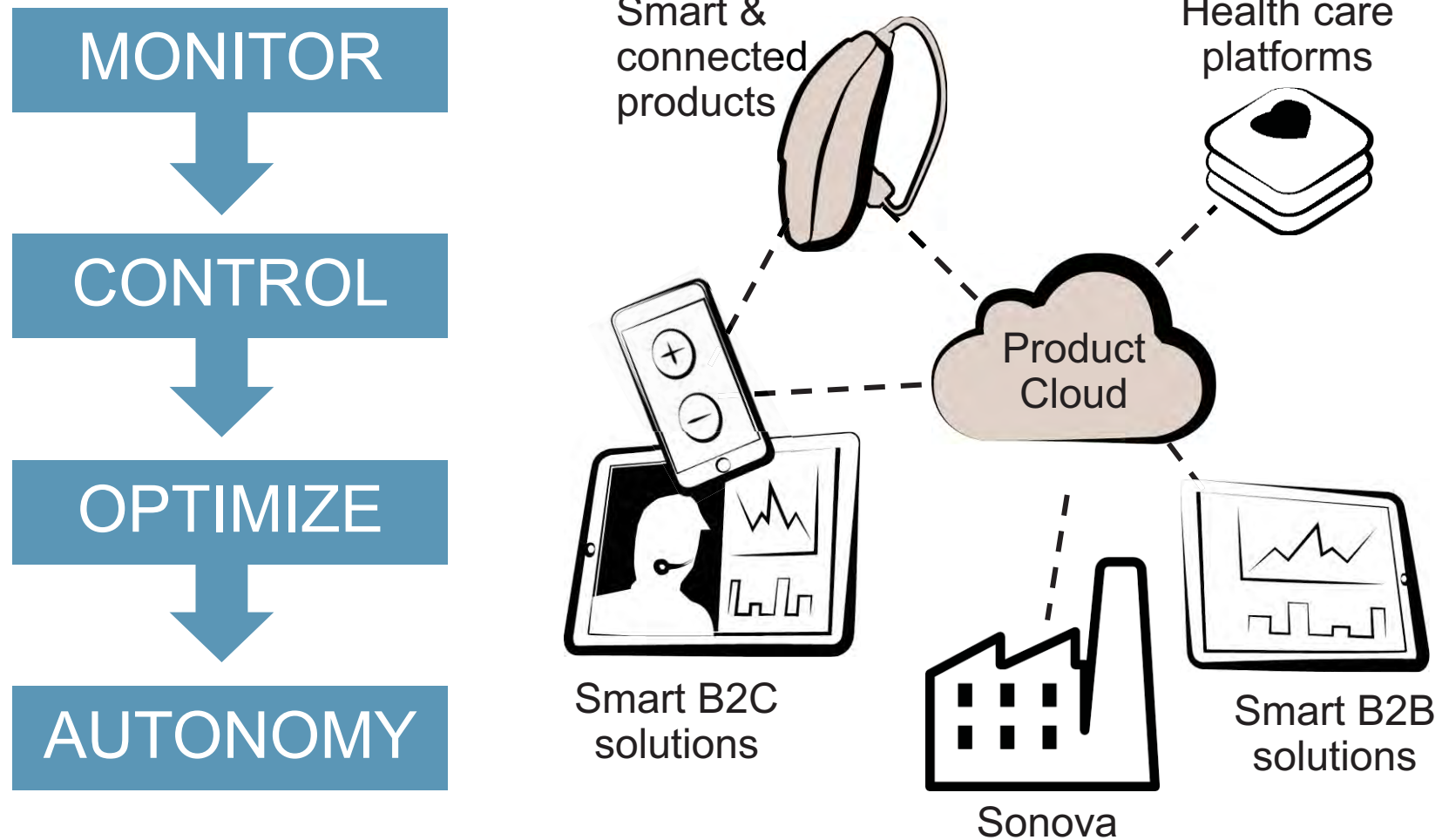
The first 2 weeks after getting a hearing aid are crucial for the success and adoption

B2B dashboard for professionals



Future Sonova hearing care platform

Connected products and services – Change of consumer experience



Boots Hearingcare UK

Exploiting the e-health opportunity

Stäfa, Switzerland | 13 October 2015 | Jonathan Gardner, MD Boots Hearingcare



Boots Hearingcare - Background



Our Mission

To be the UK's best healthcare-led hearingcare provider

Our Purpose

We believe no one should live with untreated hearing loss.
We are obsessive about restoring people's words.



470+
Hearingcare
Centres

350+
Hearingcare
Professionals

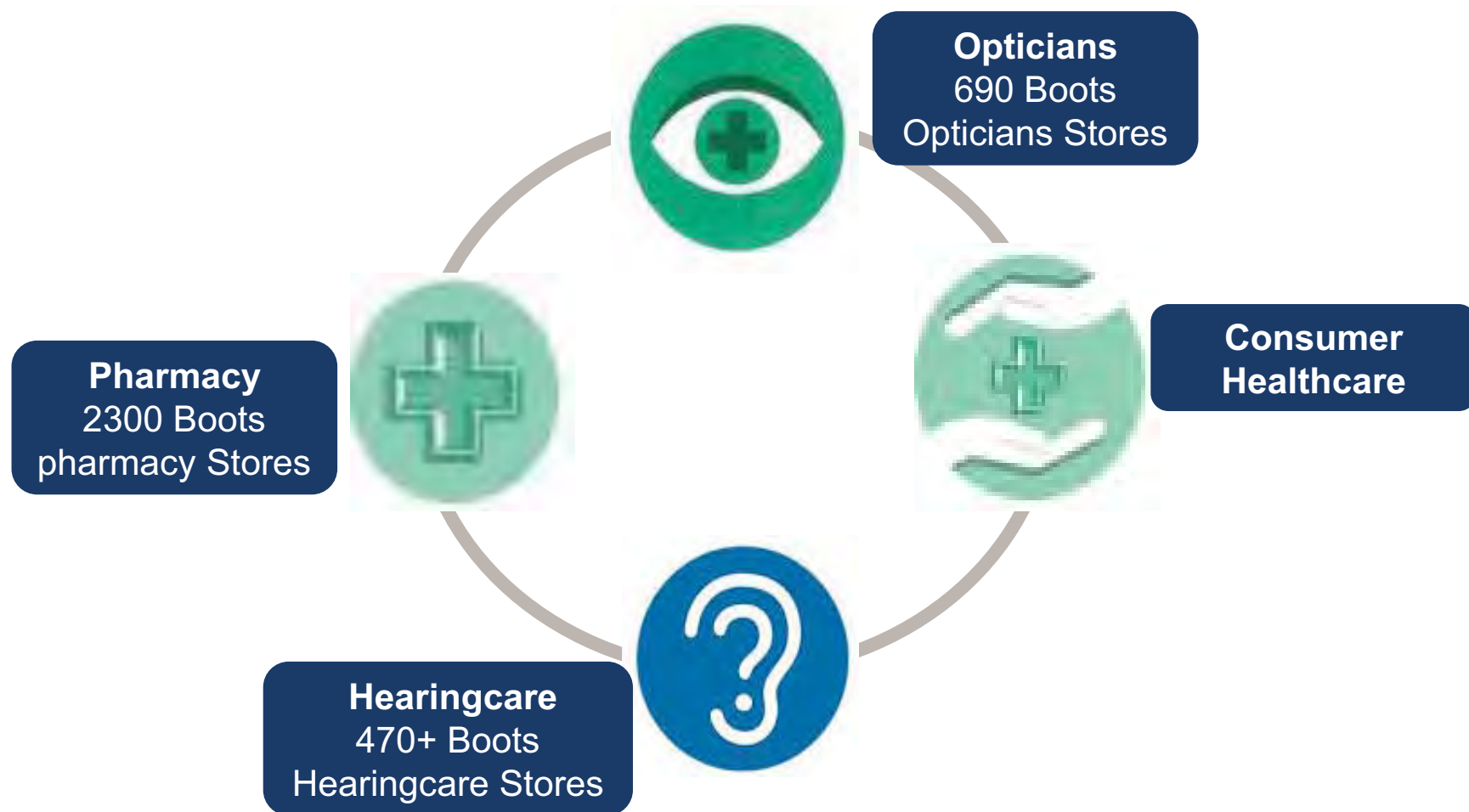
We helped
675,000
customers to
hear better last
year

UK Private
Market Leader

Leveraging our unique customer proposition of Personalized, Professional Care

Boots – A One Health Strategy

Combined healthcare strategy delivering complete care for customers





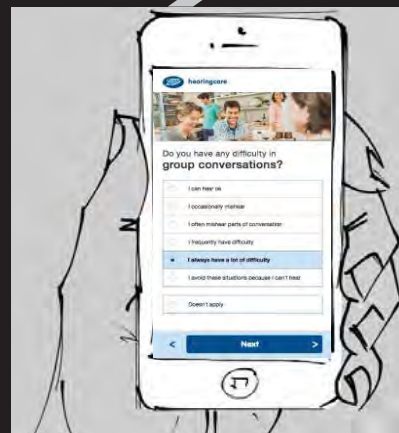
One day at Boots

2min screening

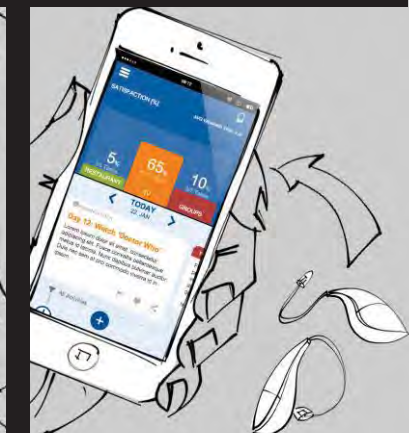
Direct appointment booking



Needs Assessment



Review listening goals



Coach user



Monitor and act



Self adjust



Remote assistance & adjustment



Steve is struggling...
he's known for some time



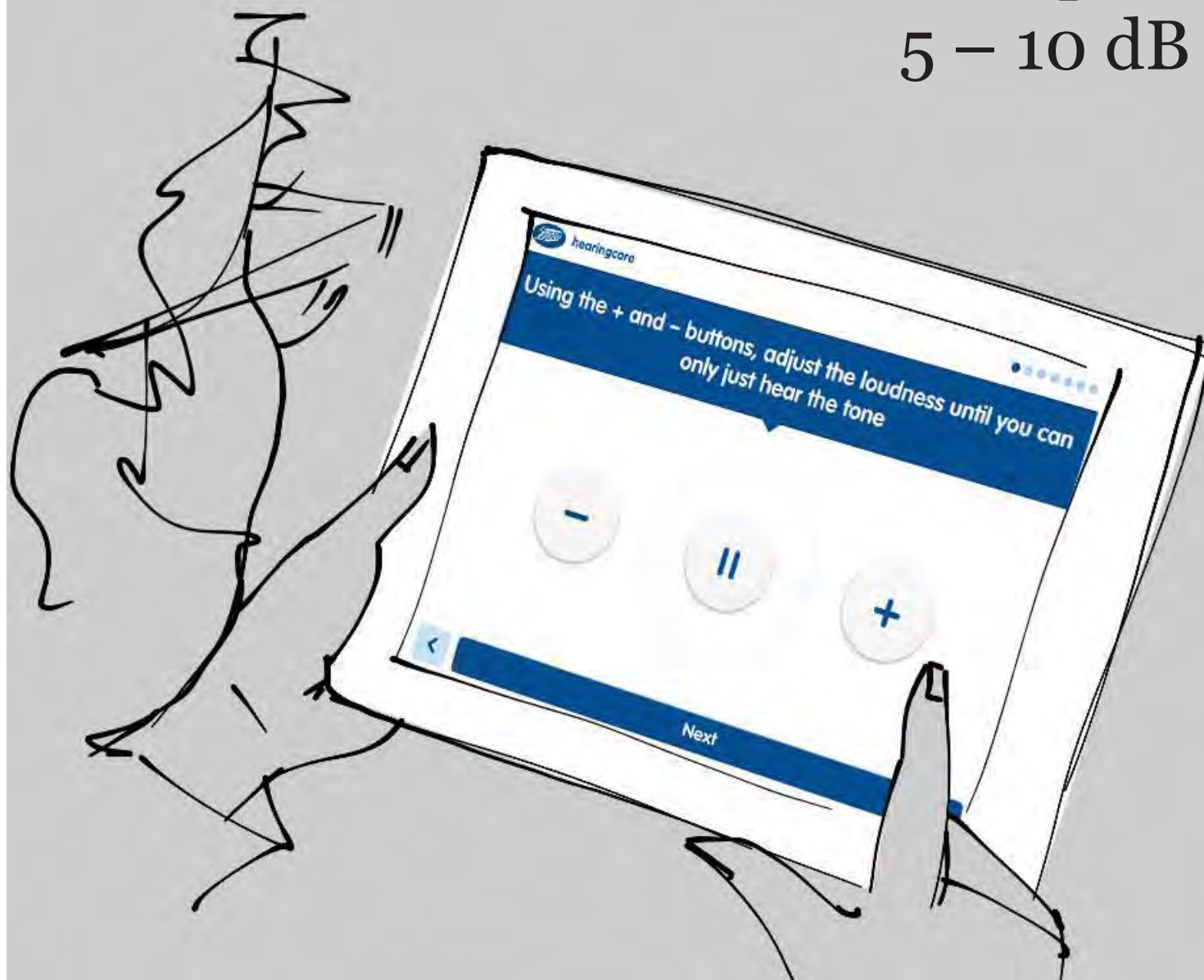
One day at Boots



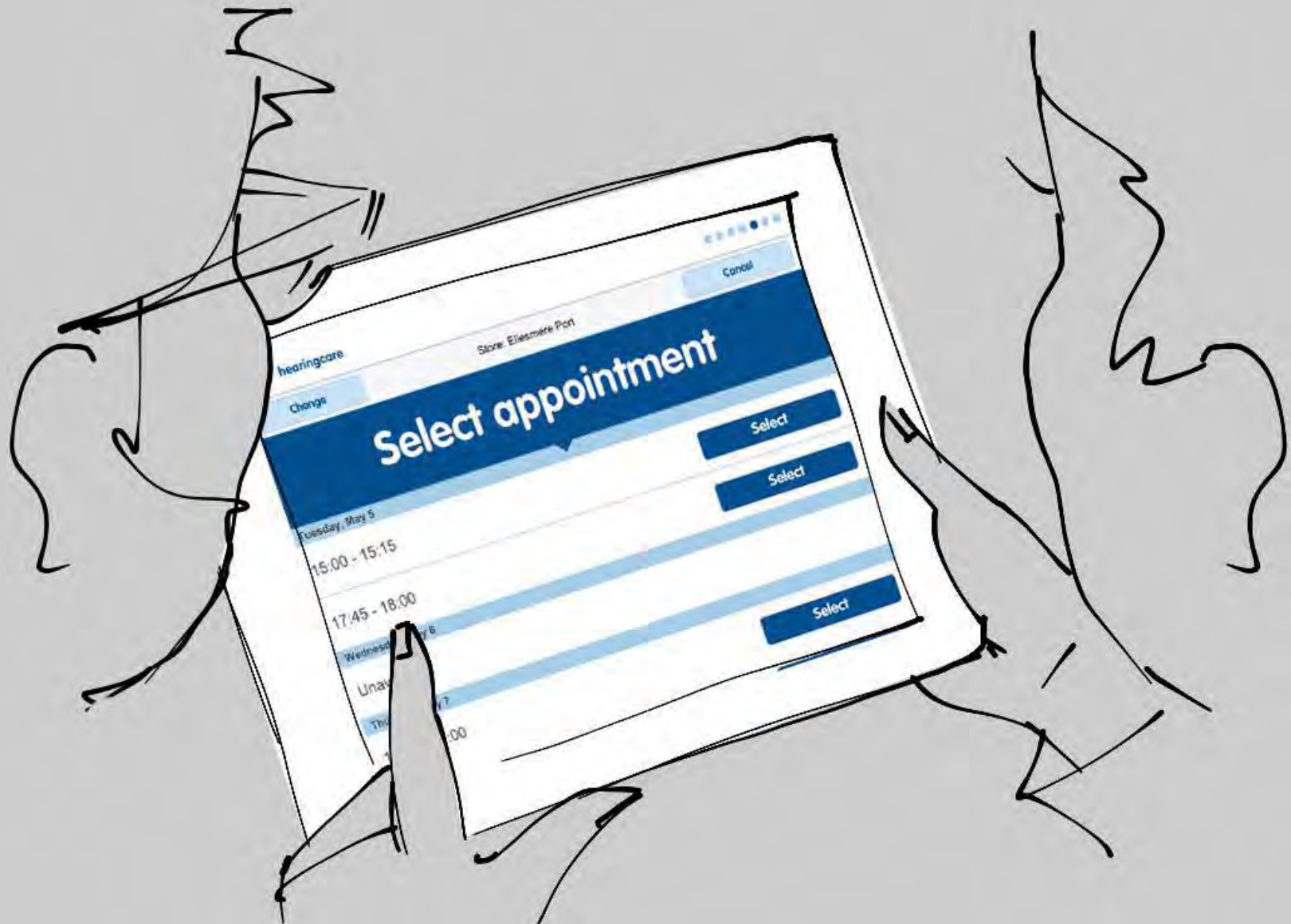
3 min hearing check,
calibrated for iPad



4 frequencies, L/R
5 – 10 dB accurate



Direct booking into Boots Hearingcare CRM

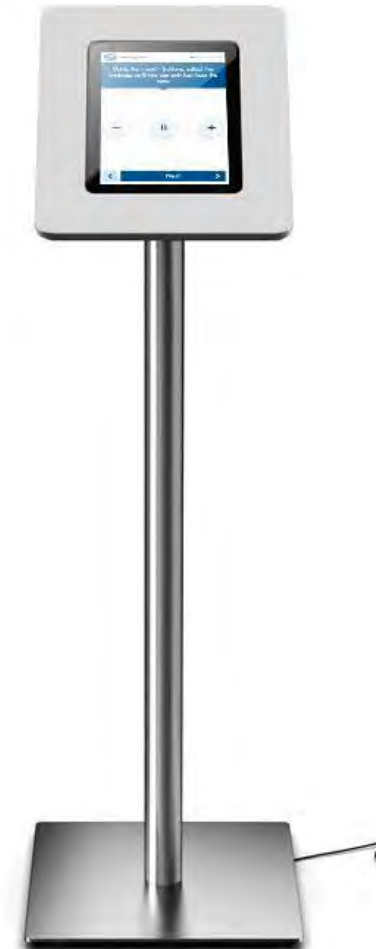


Utilization



**Trial in Boots
Opticians &
Pharmacy**

**Hearing Check APP
Calibrated for iPad**



eScreening – Results so Far

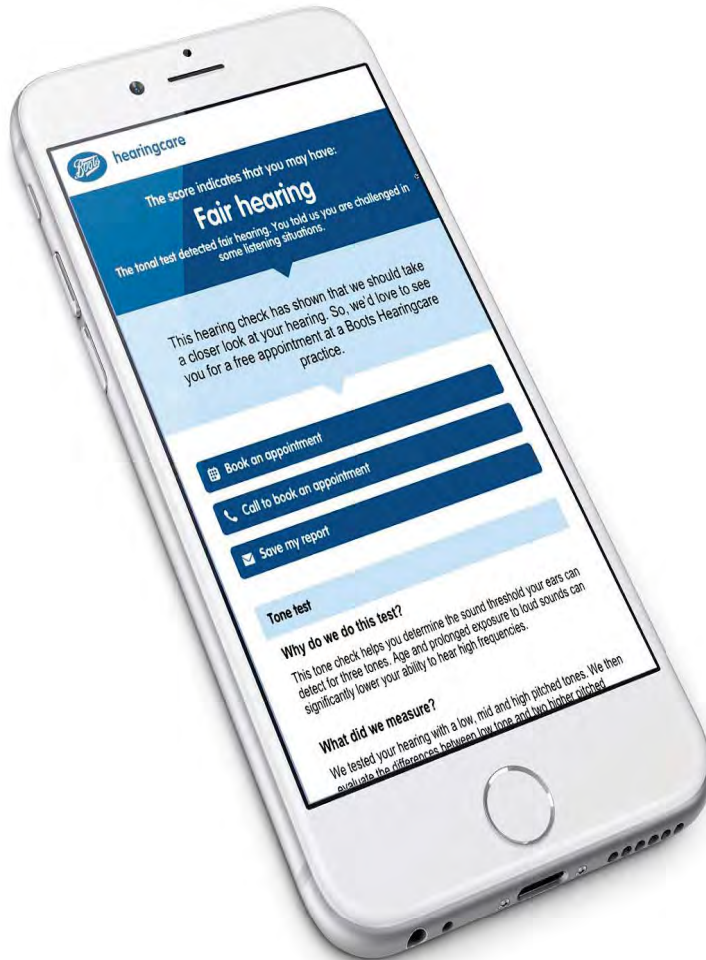
Results to date

- **Over 15,000** e-Hearing Checks completed online since launch in March 2015
- Attracting a younger **50-55** customer demographic
- Conversion level to appointment **comparable** to other marketing driven activities
- **27%** of customers surveyed said they would **not** have booked in store otherwise
- **94%** of customers said it was easy to use and **89%** said they would recommend it

“ *The test was clear and straightforward and enabled me to go through it at an easy pace. The interpretation of the results was spot on for how I feel about my hearing loss. I look forward to my appointment.* ”



Insights and benefits



Customer Insight

- Having to come into store for a first step appointment can be a barrier to many customers
- There is a growing group of tech-savvy customers who want to access information and services online for greater control, speed and convenience

Business Benefit

- Increase access to a new younger customer group
- Extend our reach into the Boots UK store portfolio
- Improved clinic capacity
- Increased personalisation and efficiency of the first face to face appointment

Go to market – China, exploiting a fast growing market

Stäfa, Switzerland | 13 October 2015 | Albert Lim, VP Wholesale Asia/Pacific



Building on an established presence

- 2003** Largest hearing aid manufacturing plant established in Suzhou
- 2006** Establishment of Phonak distribution company in Shanghai
- 2009** First plant expansion in Suzhou
- 2012** Launch of China growth strategy, targeting China to become largest market for Sonova outside the US
- 2013** Albert Chin-Hwee Lim appointed as the first dedicated management board member for the region (ex Medtronic Greater China)

Expanding expertise for the region in the Board of Directors by appointing Jinlong Wang (ex Starbucks Greater China)

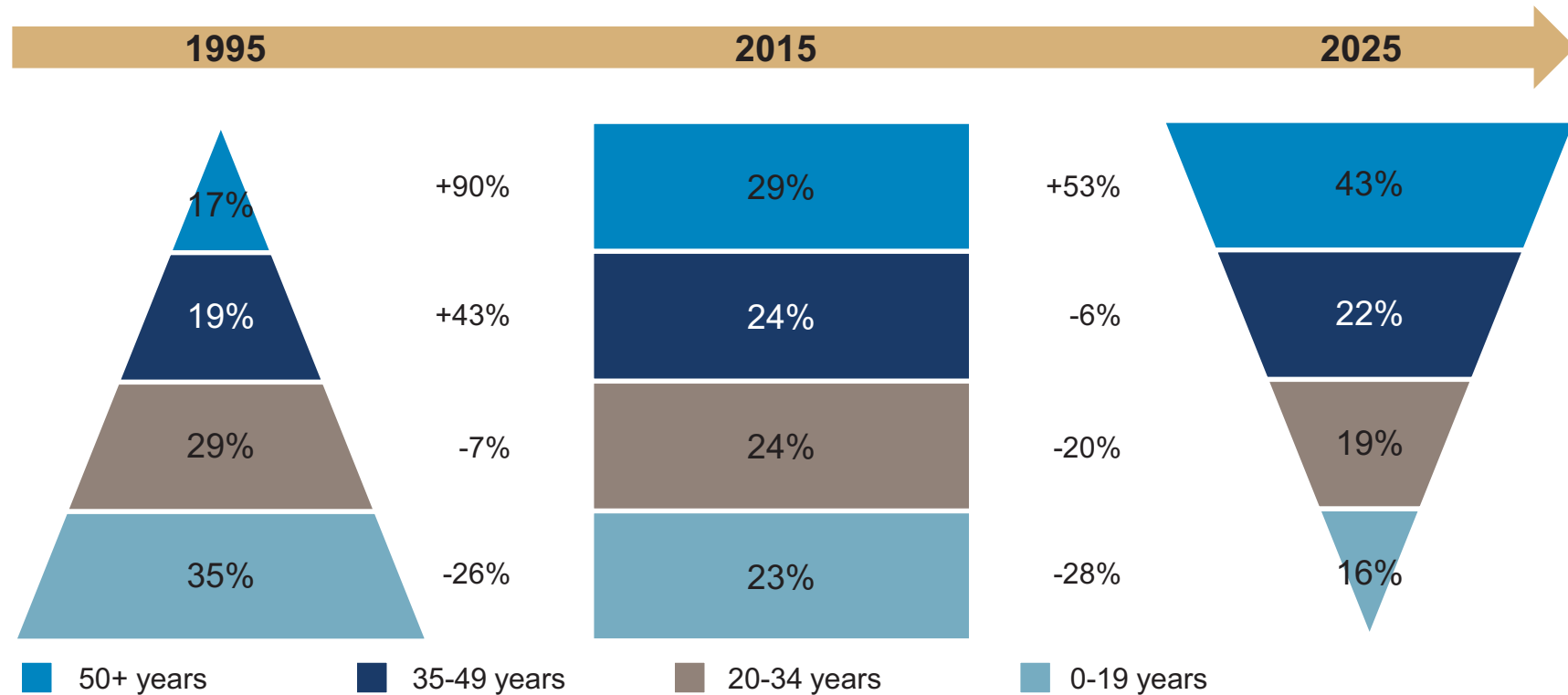
Establishment of AB Group Company in Shanghai
- 2015** Second plant expansion in Suzhou

China becoming second largest market for Sonova in the APAC region



China – Market overall

Background information – Age structure trend of the Chinese population

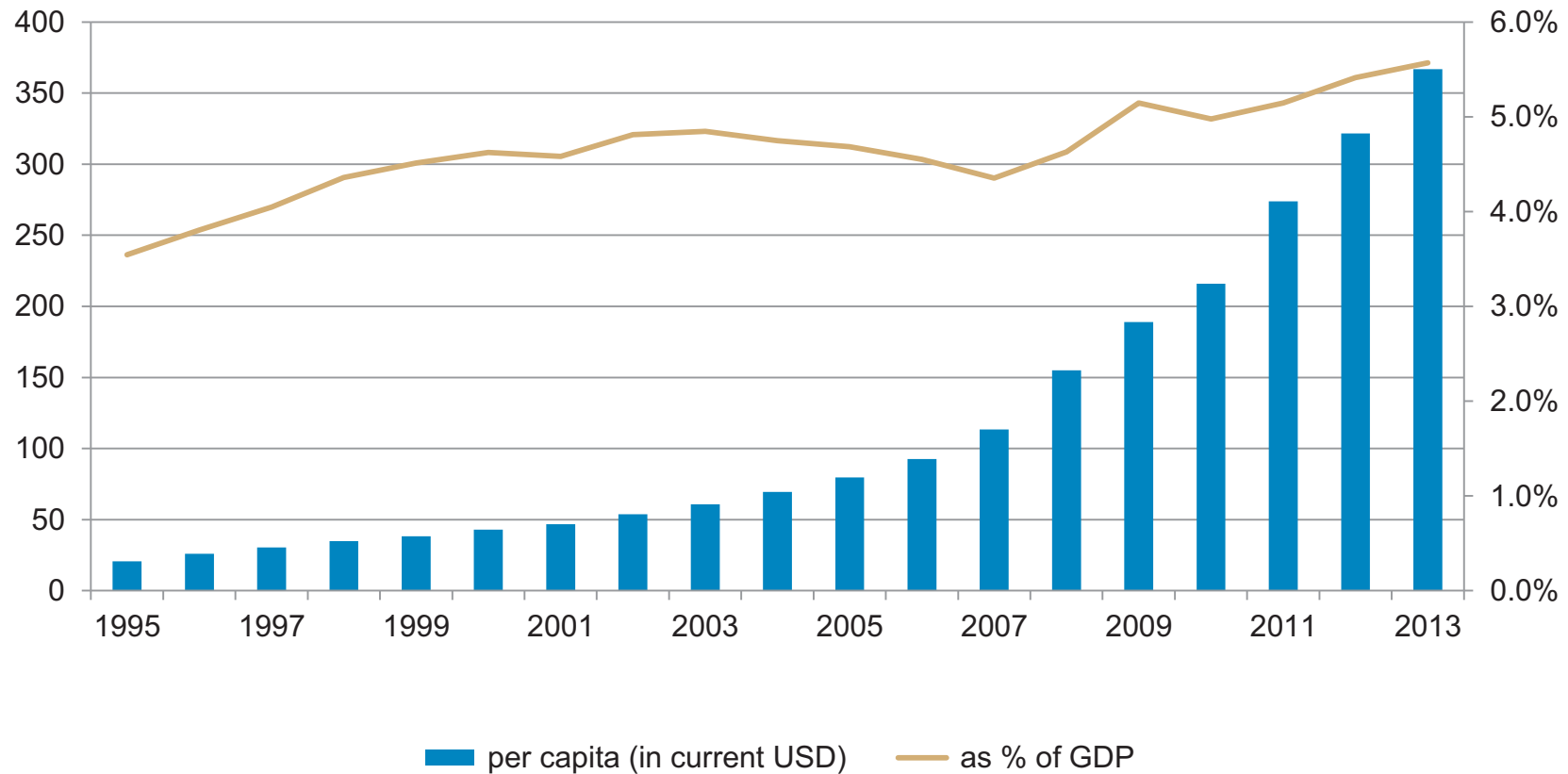


Source: US Census

China is fast becoming an ageing society

China – Market overall

Background information – Healthcare expenditure

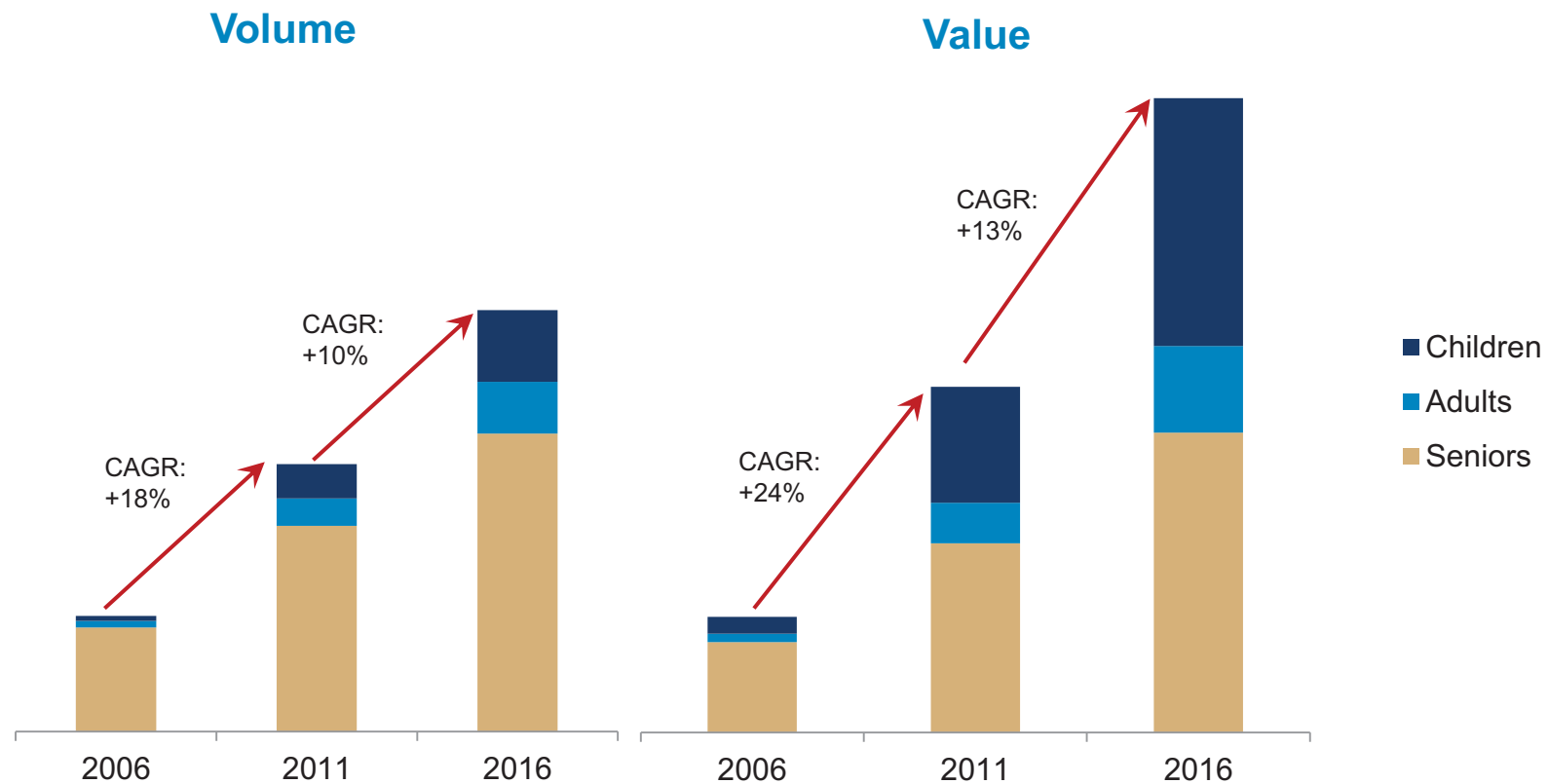


Source: WHO

Planned further increase in healthcare spending provides attractive opportunities

China – Hearing instrument market

End customer segments

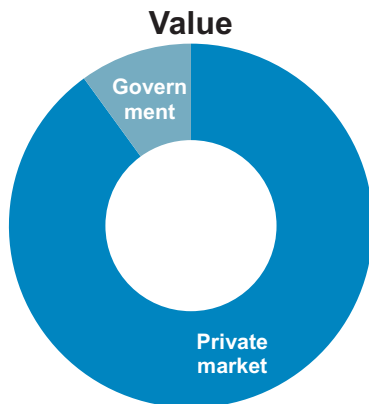
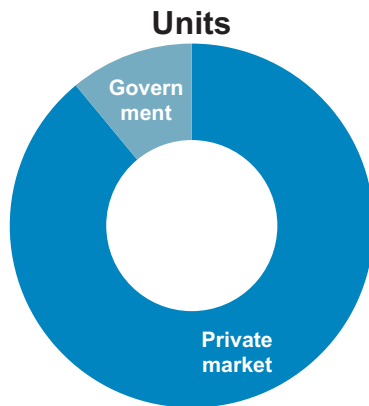


Source: Roland Berger (indexed)

Significant market growth – Pediatric segment accelerated by public health care

China – Hearing instrument market

Wholesale customer segments



- **Growing government sector:**
 - subsidies
 - tenders
 - reimbursement
- **Products:** Growth in both basic and premium product categories
- **Bottleneck:** population of qualified audiologists
- **Market size:** ~800k units (excl. PSAPs and pocket instruments)

Source: Unit and value split: Sonova estimates
Market unit development and growth: Sonova estimates & iData
Research Report May 2013

Government and private segment with distinct growth opportunities

China – Hearing instrument market

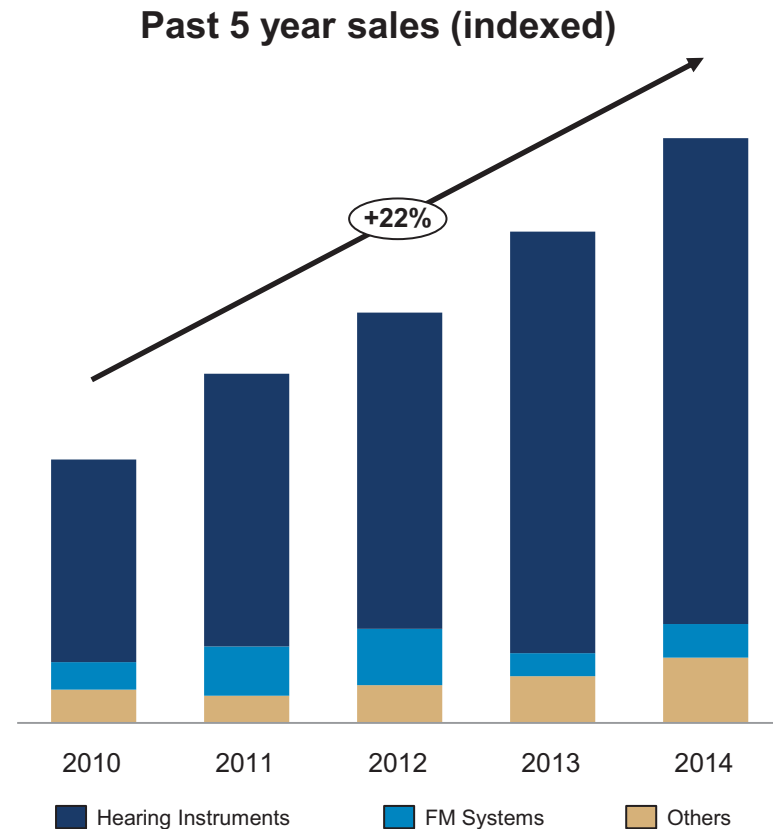


Sonova – Selected initiatives to drive growth in China

Sales & distribution	– Government: increased funding driving usage – Private: channel expansion to tier 2 and tier 3 cities increasing end user reach – Improved professional knowledge of fitter increasing users' confidence and willingness to purchase – Continued public awareness campaigns
New products	– Made for China solutions – Driving new users – Strong Phonak pediatric portfolio – Recognized as “gold standard”
Productivity & efficiency	– Excellent product and service quality – Phonak and Unitron – Strong service organization support – Proximity to operational center

China – Hearing instrument market

Sonova – Strong growth in recent years



Products:

- Expansion in basic and premium segments
- First launch of made-for-China products in 2014 (Basic performance category)
- Strong custom form factor capability to address end users unmet needs

Market /customers:

- Growth in government tenders – e.g. Shanghai reimbursement program
- Large retail accounts – Increasing share of wallet in growing networks
- Increasing number of professional dispensers/fitters for Sonova HI products

China – Hearing instrument market

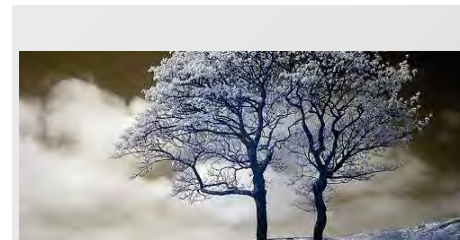
Sonova – CRRCDC Cooperation



March 2014
Signing of 3-year
framework agreement



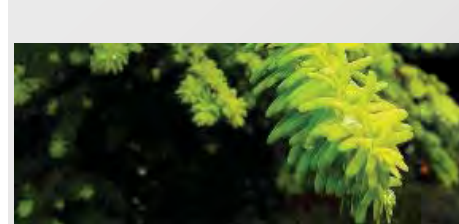
June 2015
Signing of
supplemental agreement



November 2015
2nd train-the-trainer
session in Beijing



November 2014
1st train-the-trainer
session in Stäfa



August 2015
Hold first 4th level pediatric
certification program

China – Hearing instrument market

National certificate in hearing aid dispensing



China – Hearing instrument market

Phonak Baseo & Tao – 1st Made-for-China hearing aids

- **Cost-conscious market booming in China:**
 - Aging population continuously growing
 - Senior citizens from poor rural and sub-urban areas highly price conscious – Prefer easy to operate hearing aids
 - HCPs in China – Need for easy fitting and gaining in consumer satisfaction for basic hearing aids fitting
- **Phonak Baseo/Tao – 1st Made-for-China hearing aids:**
 - Launched in June 2014 to enter into basic market segment
 - Advantages of easy fitting – Great sound and great value to fulfill needs of both Chinese consumers and HCPs
 - Great success in China – 15% volume share of total basic market segment



Data source: 2014 iData report, internal finance report

China – Hearing instrument market

Phonak Hangzhou – 1st Made-for-China fitting software

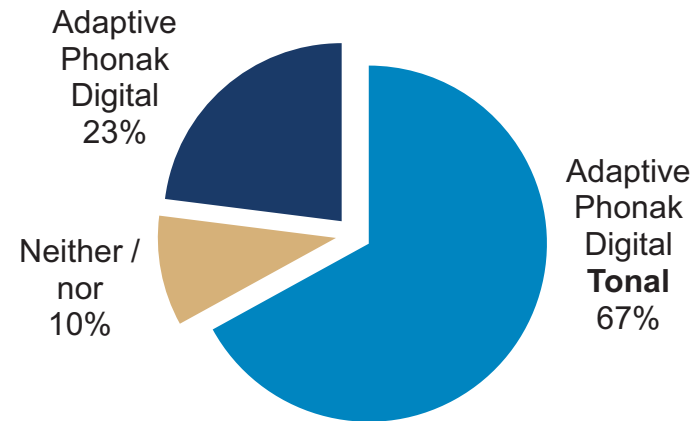
– Specific China conditions:

- Require Made-for-China hearing solution
- High noisy environment
- Tonal language of Chinese mandarin
- Flat hearing loss audiogram of Chinese people
- Favorite acoustic coupler for HCPs fitting

– 1st Made-for-China fitting software:

- Launched in May 2015 to fully satisfy China specific needs
- Significant improvement in Chinese speech intelligibility and overall preference

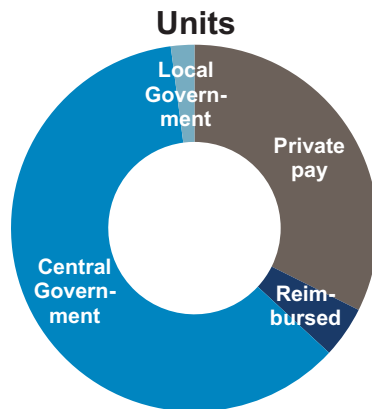
Overall preference



Data source: 2014 Beijing Tongren hospital clinical study

China – Cochlear implant market

Customer segments

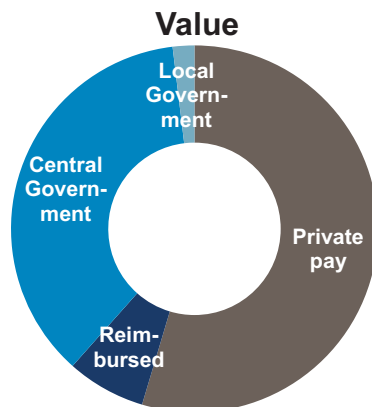


– Government segment:

- Market size: ~5k units
- Pediatric focus
- Tender based allocation
- Strict criteria
- Large volume / lower price
- Important for vendor reputation

– Private market:

- Market size: ~3-4k units
- Growth rate at ca. 10-15%
- Demanding regarding product performance and service
- Higher ASP



Source: - Unit and value split: Sonova estimates
- Market unit development and growth, official market statistics

Government tender investments drive acceleration of private market

China – Cochlear implant market



Sonova – Selected initiatives to drive growth in China

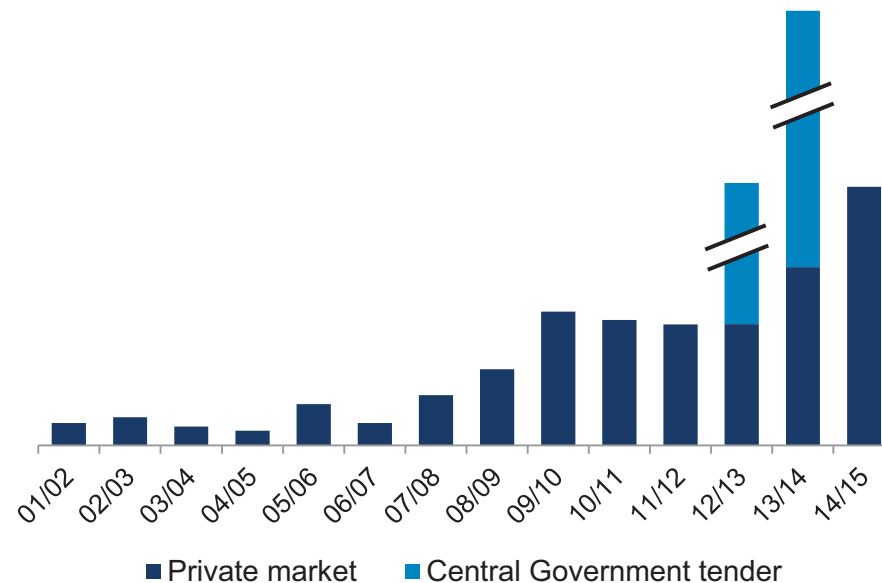
Sales & distribution	– Consolidated Hong Kong and Taiwan sales markets under China – Optimize pricing model, leverage resources and capture “cross-boarder” market – Continued optimization of sales model – Expand market coverage and provide market-leading support services – Develop in-country marketing expertise to target local needs
New products	– General innovation in implant, electrode and waterproof technology – Leading edge processor – Best-in-class audiological and connectivity features
Productivity & efficiency	– Establish Suzhou Temporal Bone Lab as APAC “Center of Excellence” – Option to establish new cochlear implant manufacturing operation in Suzhou

China – Cochlear implant market

Sonova – Strong growth of installed base in recent years

- AB entered the CI market in China in 2001
- Solid CI customer base in the private market – Exceeding 1'000 after ten years
- Successful central government tender bids in 2012 and 2013 – Adding close to 3'000 new patients in the last 3 years
- High pediatric market share – Strategic value for growth in installed base

AB – Sales development (units)



Central government tenders helped to build reputation

New products – Phonak Virto V

Stäfa, Switzerland | 13 October 2015 | Martin Grieder, GVP Phonak



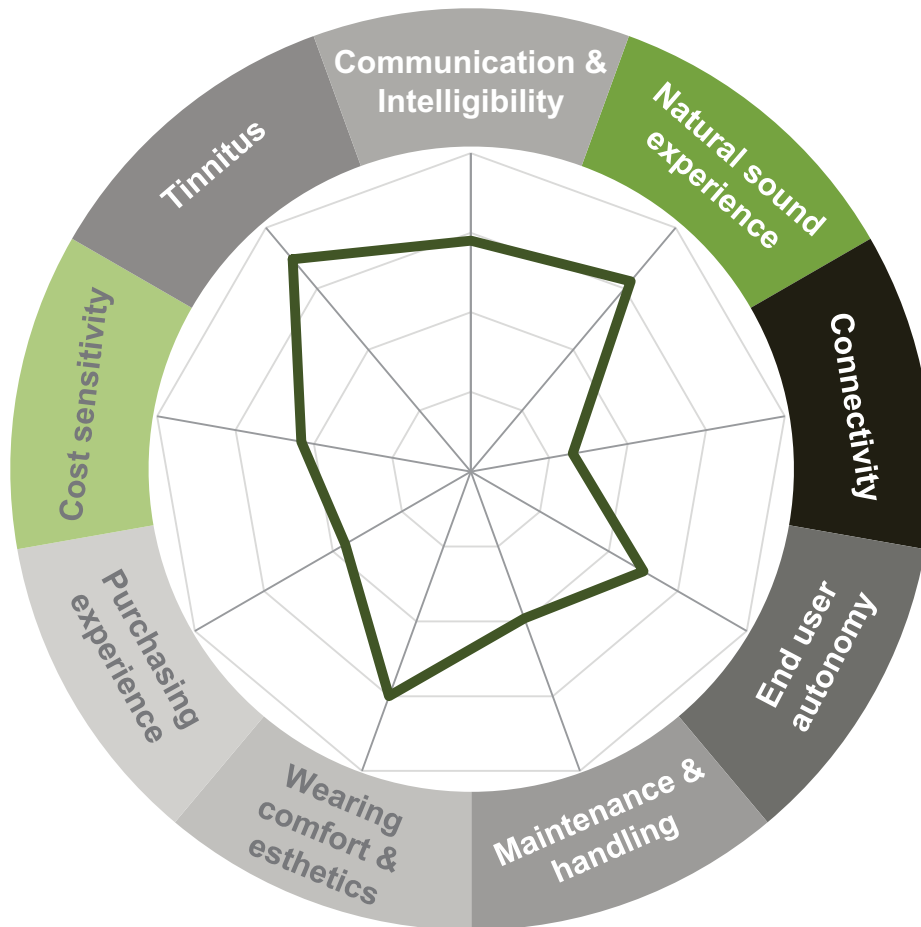
PHONAK
life is on

Agenda



1. The Phonak Venture Platform – Revisited
2. Phonak Virto V – More than «just» another Venture form factor
3. Phonak Virto V – Performance beyond the product...

Consumer insights and needs



Crucial questions buying a hearing aid:

1 How well do I hear?

Performance

2 Is it easy to handle ?

Ease of use

3 Does it look good ?

Aesthetics

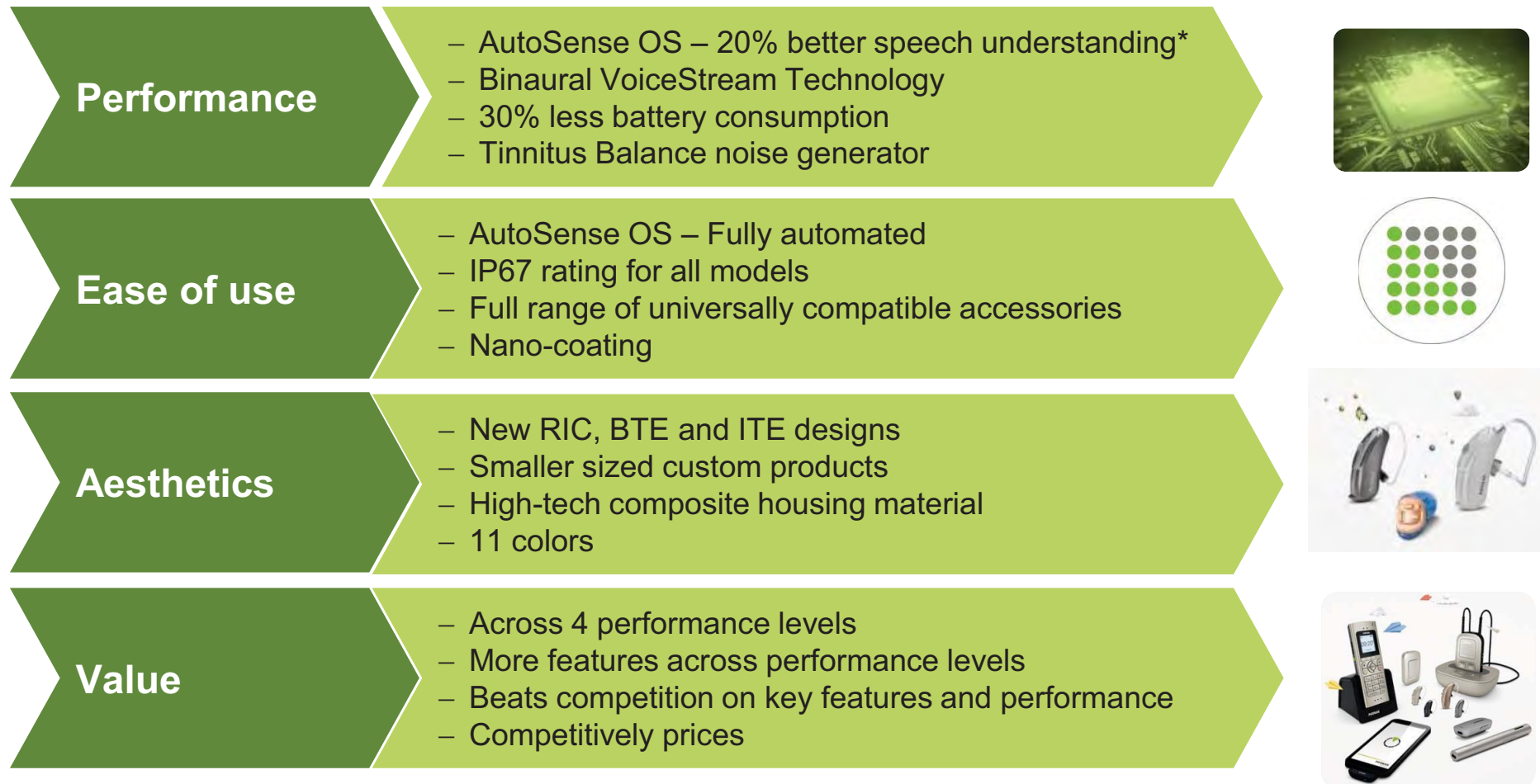
4 Does it provide value for money ?

Value

Source: Sonova study of 1800 hearing impaired end consumers (US/DE/FR/CN/JP)
© Results not to be reproduced without the permission of Sonova

Phonak Venture success

Delivering value!



Source: University of Applied sciences Lübeck, Automatic classification of acoustic situation versus manual selection

Phonak Venture success

Strong consumer feedback



Agenda



1. The Phonak Venture Platform – Revisited
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Custom product market

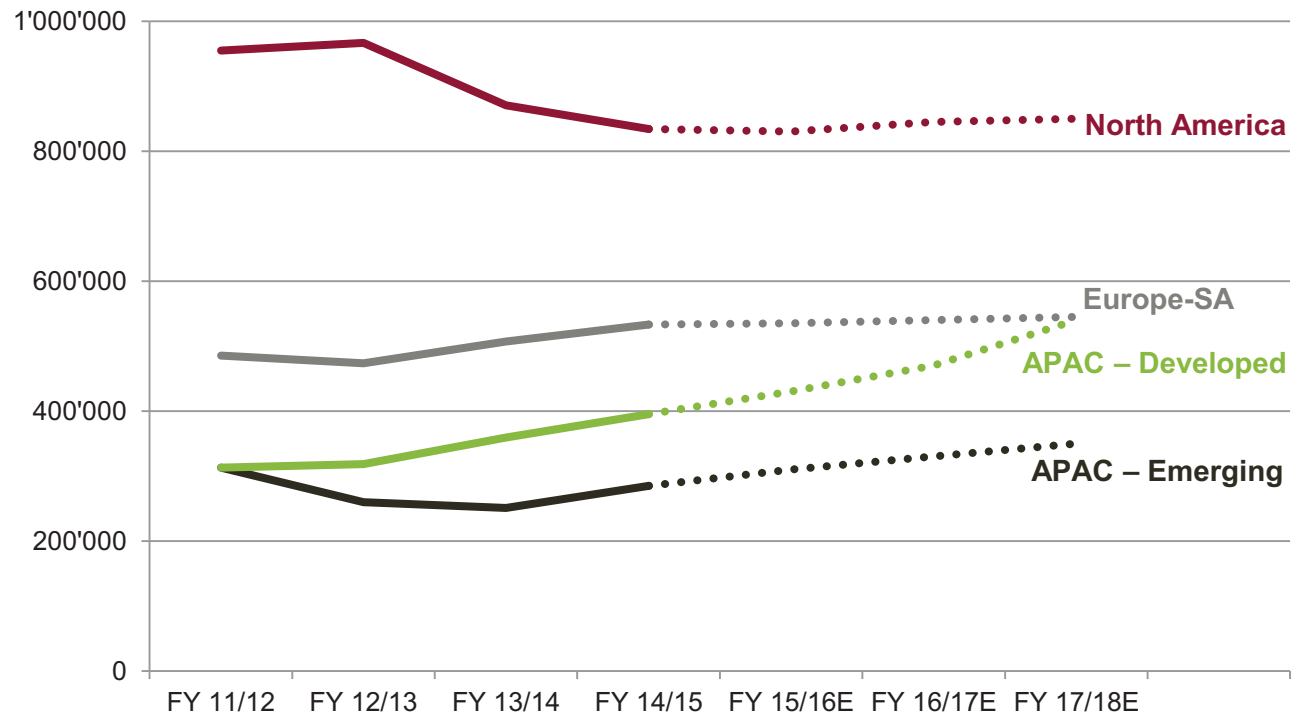
Market forecast per region in units – Strong growth in Asia

Market will grow because of change in regional mix towards Asia

Ambition to rekindle growth in the US

Sorted by market share (units)

Country	Custom Product Share
Korea	72%
Taiwan	44%
China	42%
Japan	38%
Mexico	38%
Hungary	27%
Spain	25%
Poland	24%
India	24%
Canada	23%
US	23%
Singapore	20%
Brazil	20%
Australia	20%
New Zealand	17%

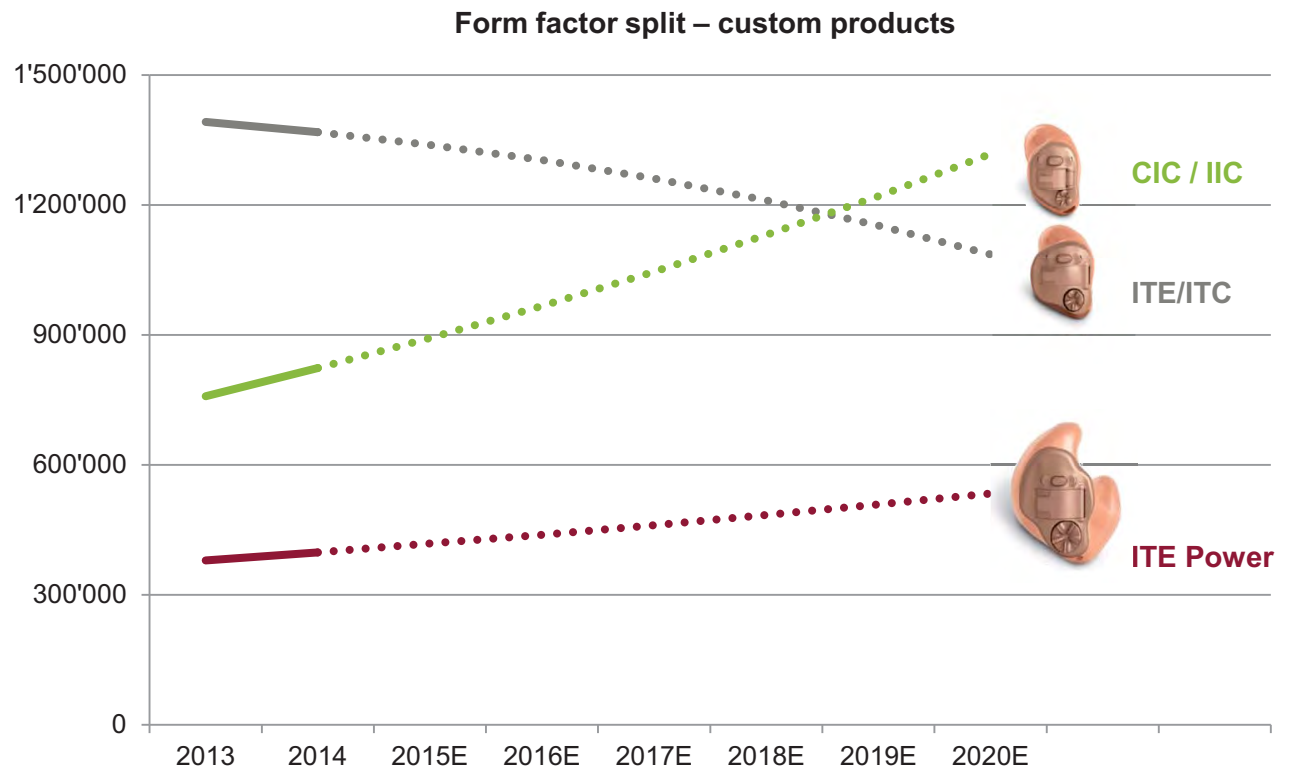


Source: Official market statistics, Sonova estimates

Custom product market

Market forecast by styles in units – Small size segment growing

Smaller styles are growing
at the expense of bigger
devices



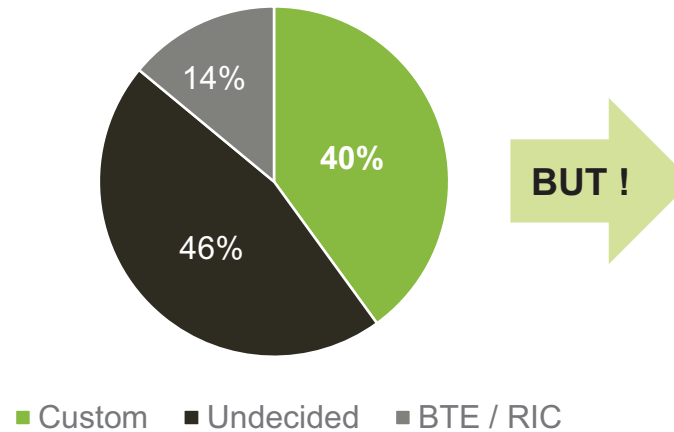
Source: Industry sources

Custom product market

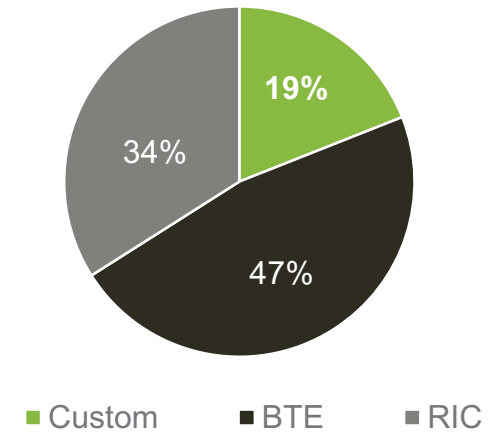
Why end users want a custom product



Preference by form factor of “non users”



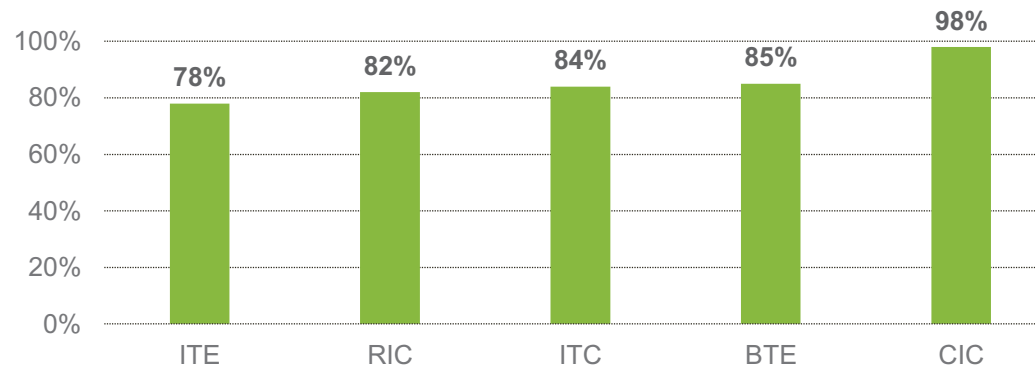
Unit sales by form factor



- ✓ Discreetness
- ✓ Comfort
- ✓ Ease of use

- 40% of non owners prefer a custom hearing aid
- 98% of CIC hearing aid wearers report the highest satisfaction, more than any other hearing aid styles

Users: Satisfaction scores by hearing aid type



Phonak Virto V – The new custom product benchmark

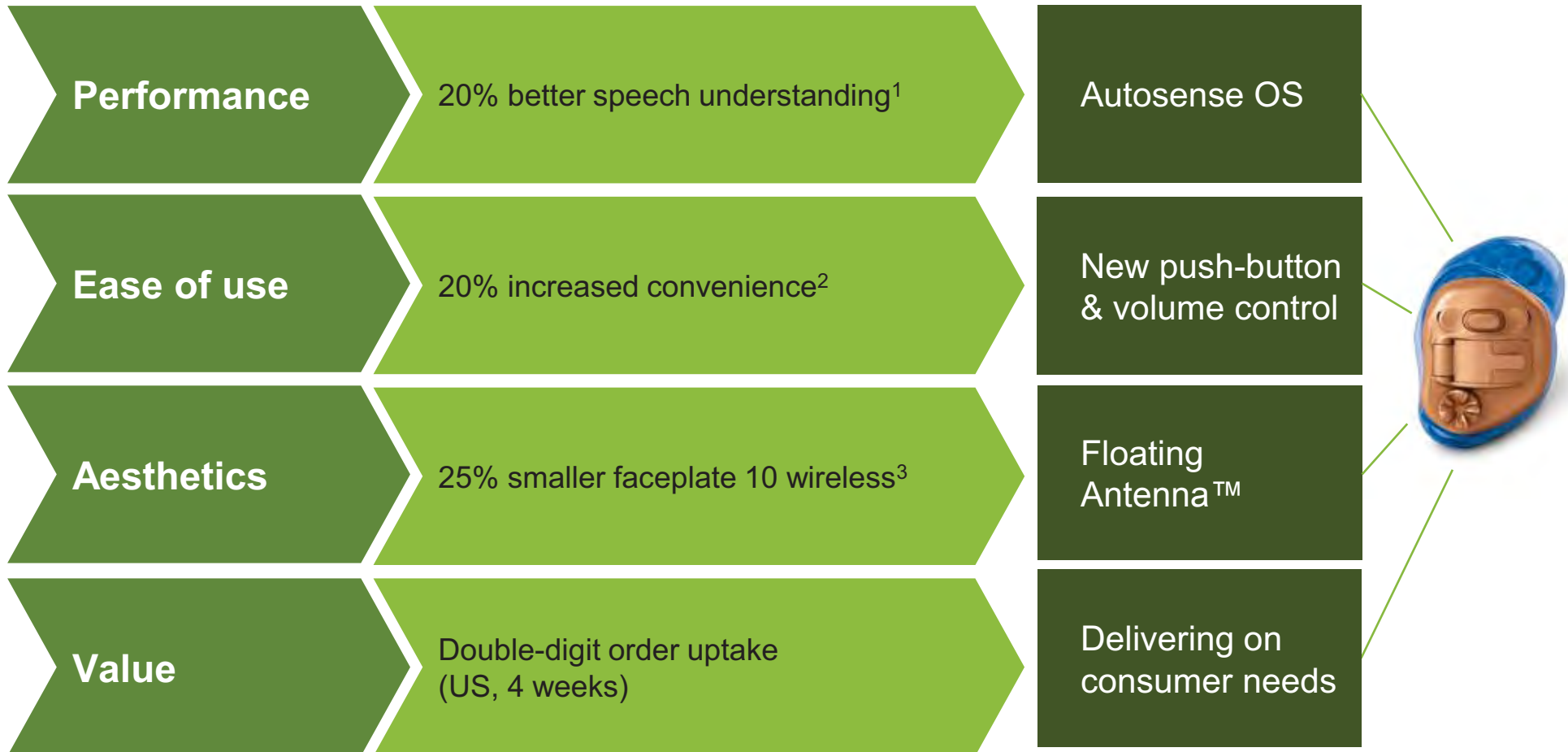
Audibly big & visibly small – Built to perform. Customized for discretion

Two new wireless models in focus



Phonak Virto V

You won't find a smaller hearing aid, capable of this much performance!



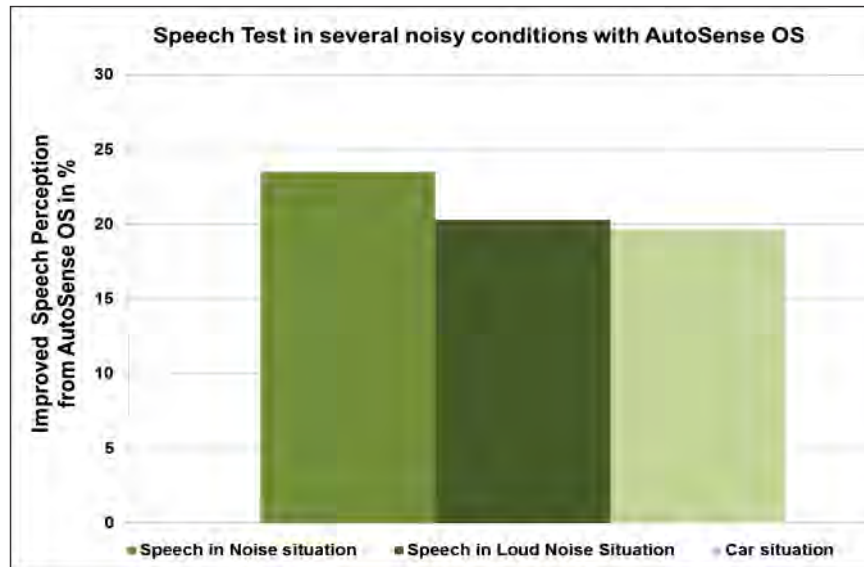
Sources: ¹ University of Applied sciences Lübeck, Automatic classification of acoustic situation versus manual selection

² Validation, Phonak Research Center in Staefa

³ Compared to the previous generation. Phonak Research Center in Staefa

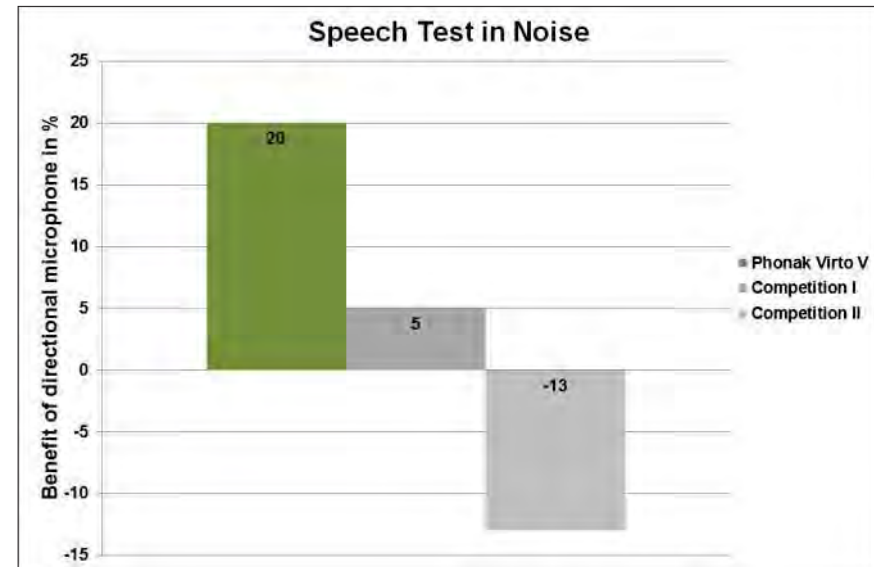
Phonak Virto V

How well do I hear? – Clear audiological performance benefits



AutoSense OS
20% better speech understanding
in noisy environments

Source: University of Applied sciences Lübeck, Automatic classification of acoustic situation versus manual selection



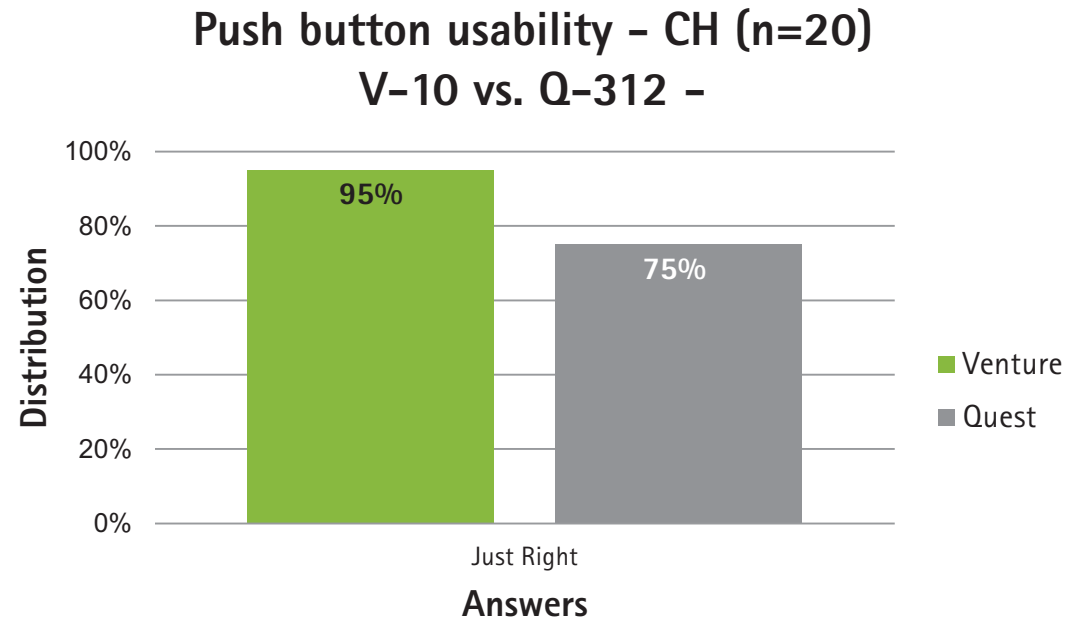
Binaural VoiceStream Technology™
15% better speech understanding
than Competitor I
33% better than Competitor II

Source: Hörzentrum Oldenburg, Germany. „Benchmark Study of modern custom-made hearing devices“

Phonak Virto V

How easy is it to use ? – 20% increased convenience

95% of people rated the push-button usability just right – a 20% increase compared to the previous generation product



Source: Usability report for Virto V 10A Battery door Push Button
Phonak US validation 24.11.2014

Phonak Virto V

Does it look good? – New, visibly smaller mechanical design

Compared to Quest

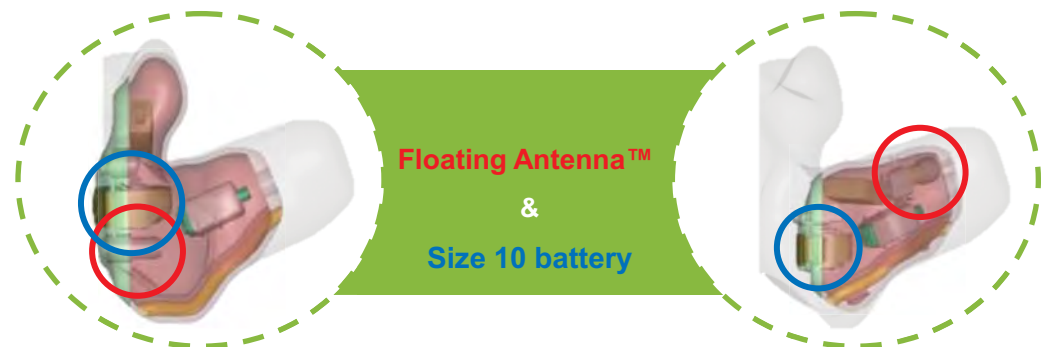
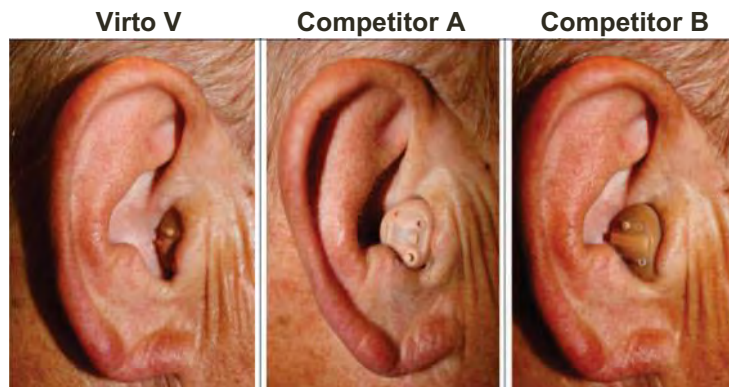
- **25%** less visible surface area
- **95%** of devices could be designed smaller

Source: Phonak Research Center in Stäfa; Phonak Virto V-10 in a direct comparison to Q-312

Compared to competition

- Significant reduction in size without compromise in performance measured against smallest, full performance competitor devices

Source: Hörzentrum Oldenburg, Germany, „Benchmark Study of modern custom-made hearing devices“



PHONAK
life is on

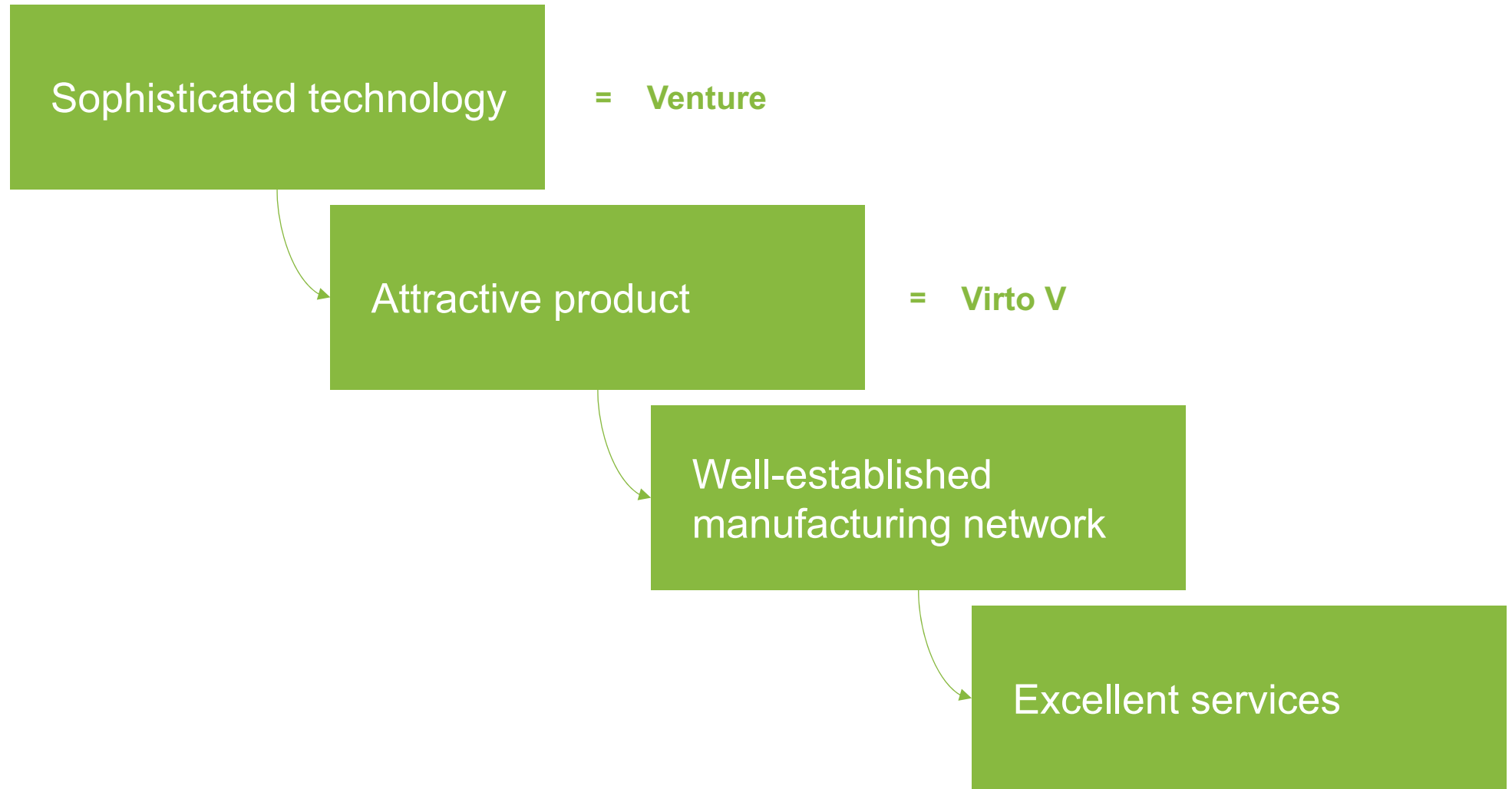
Agenda



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Phonak Virto V

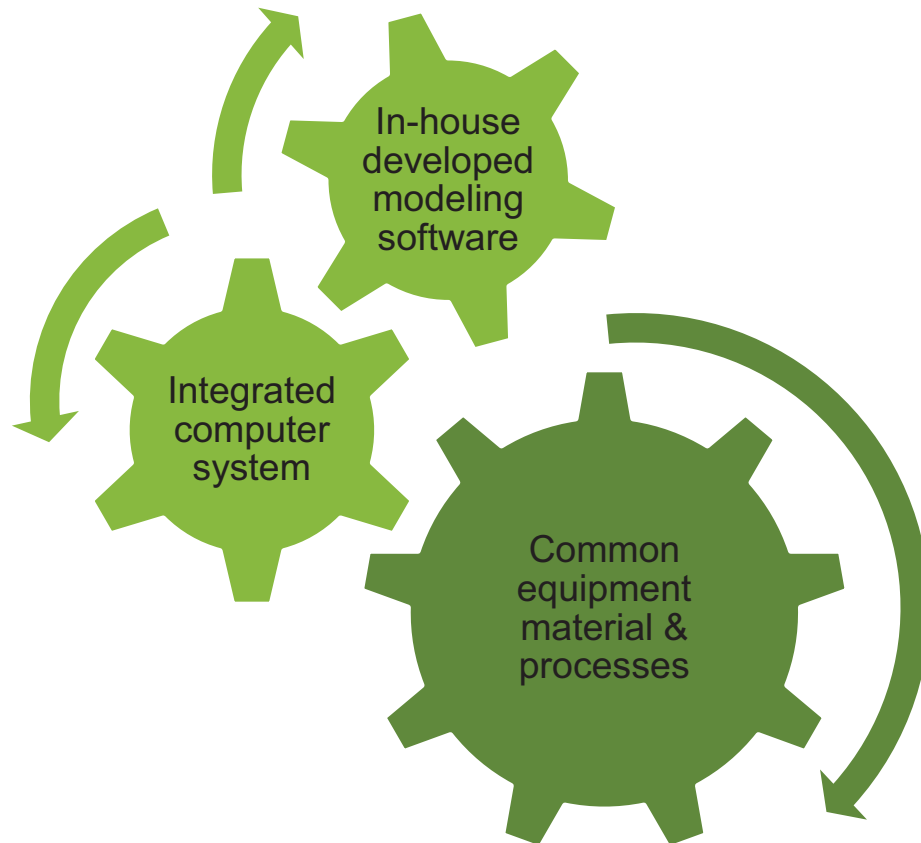
Custom products – Key success factors



Phonak Virto V

Digital manufacturing @ Sonova

Key success factors

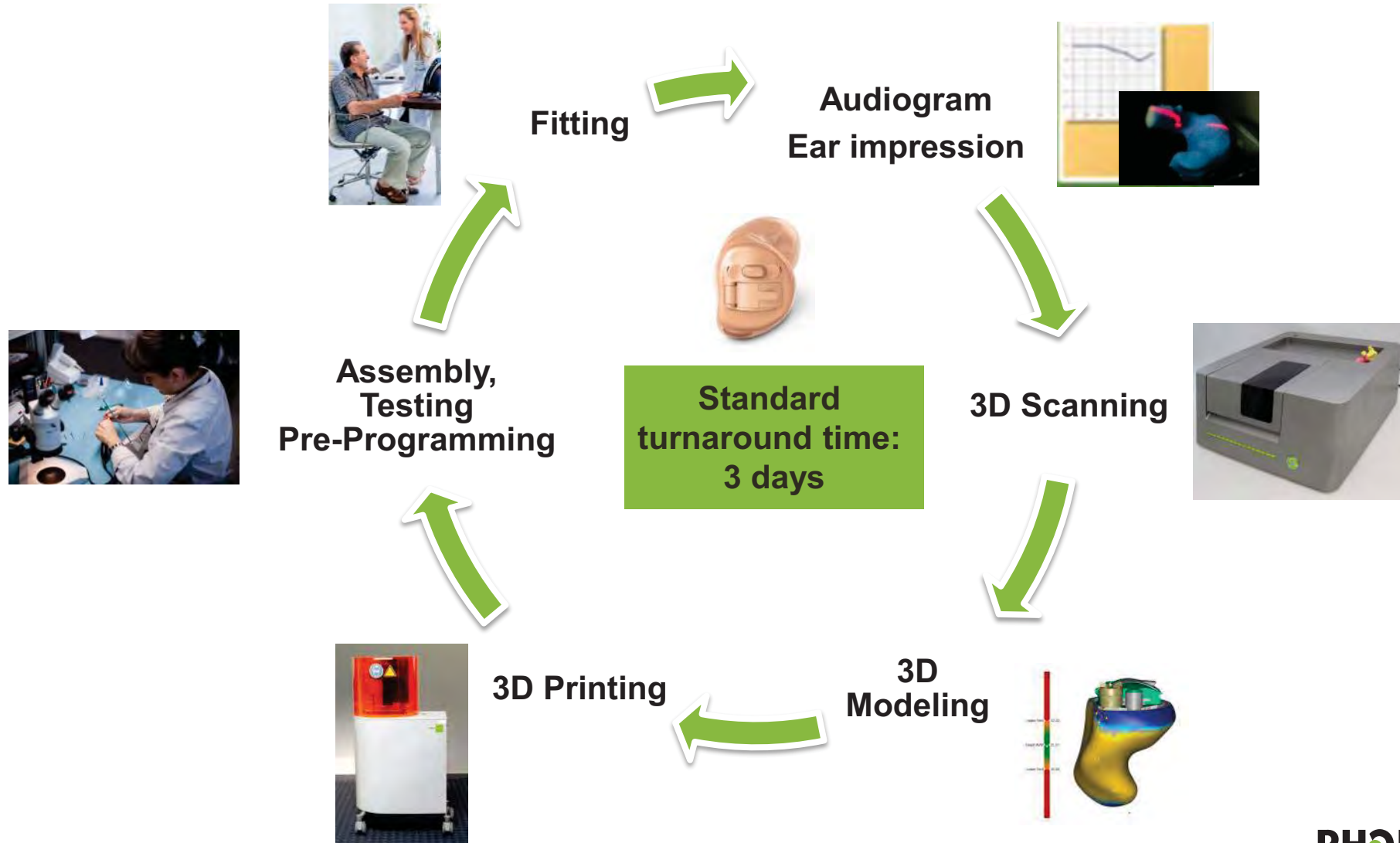


Sonova digital manufacturing sites



Phonak Virto V

Digital manufacturing – Proven system for mass customization



Phonak Virto V

Key takeaways

- Custom Products show **substantial future growth potential**
- Virto V delivers on **key tangible end user benefits**
- State of the art **digital manufacturing** delivering service excellence
- **Great opportunity** to help independent audiologists **differentiate** vs. other channels through professional service and know-how





New products - Unitron

Stäfa, Switzerland | 13 October 2015 | Jan Metzdorff, VP Unitron

Unitron North platform

Performance

- North platform – Combining 3 signature technologies
- 7 environment program – 4 focused on conversations

Ease of use

- SoundNav – Highest level of automation
- Intuitive easy to use fitting software

Aesthetics

- Delivering design excellence across the entire range
- Full range of styles – Expanding the range to BTE and ITE
- Wide variety of colors

Value

- 5 technology levels
- Industry only trial and upgrade solutions with Flex
- Log It All – Unitron unique – Evidence-based counselling

 Powered by North

Moxi™



Stride™ 

unitron™

Does it look good?

Moxi Fit – Award winning design



reddot award 2014
winner

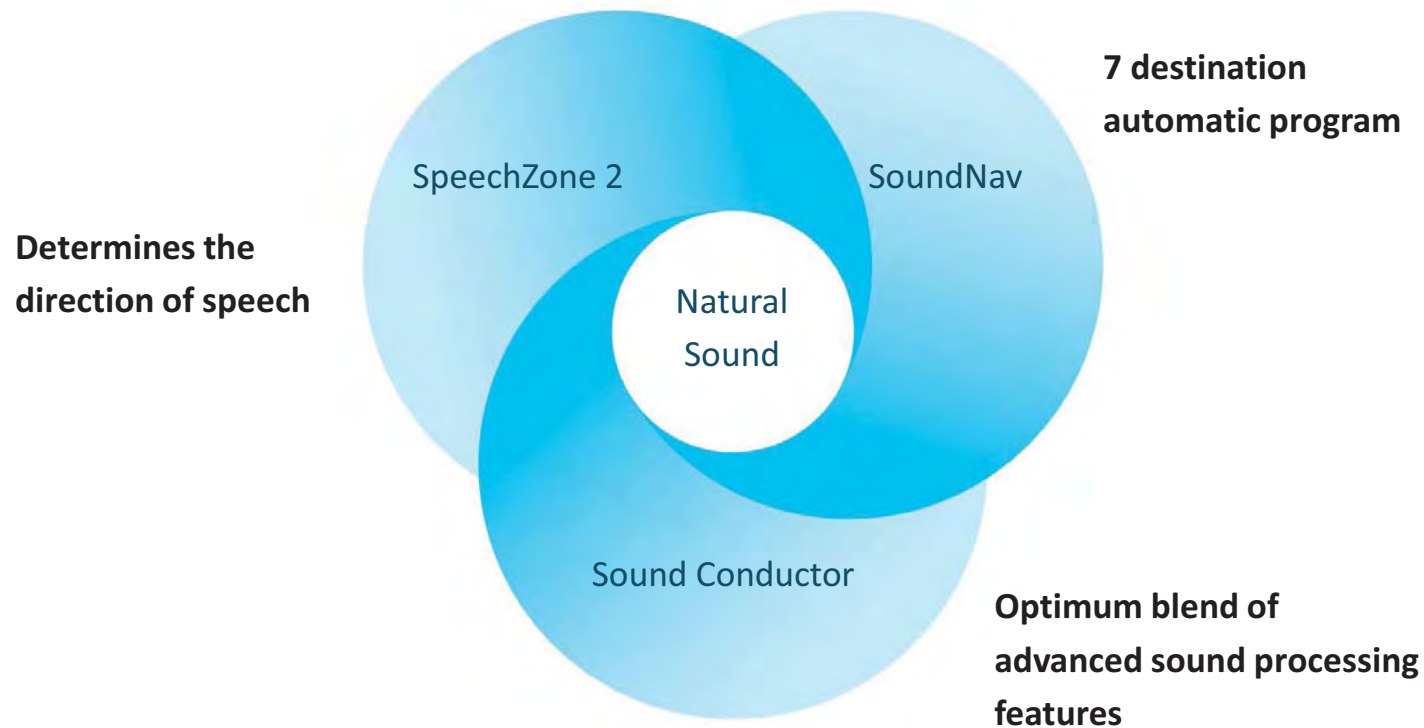


product
design award

2014

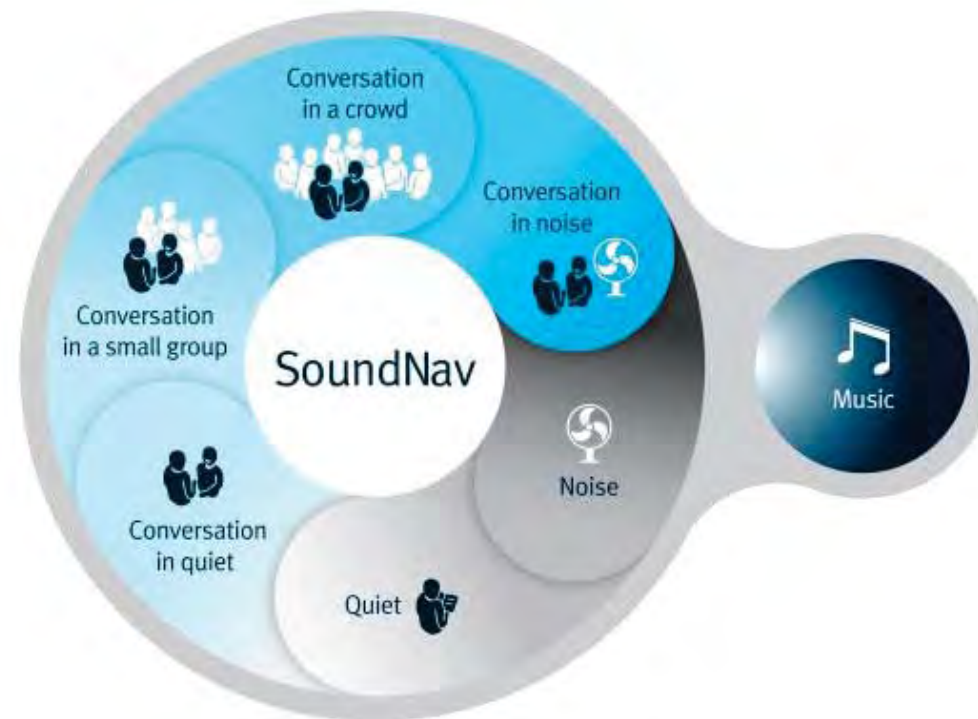
How well do I hear?

North – Three technologies working together



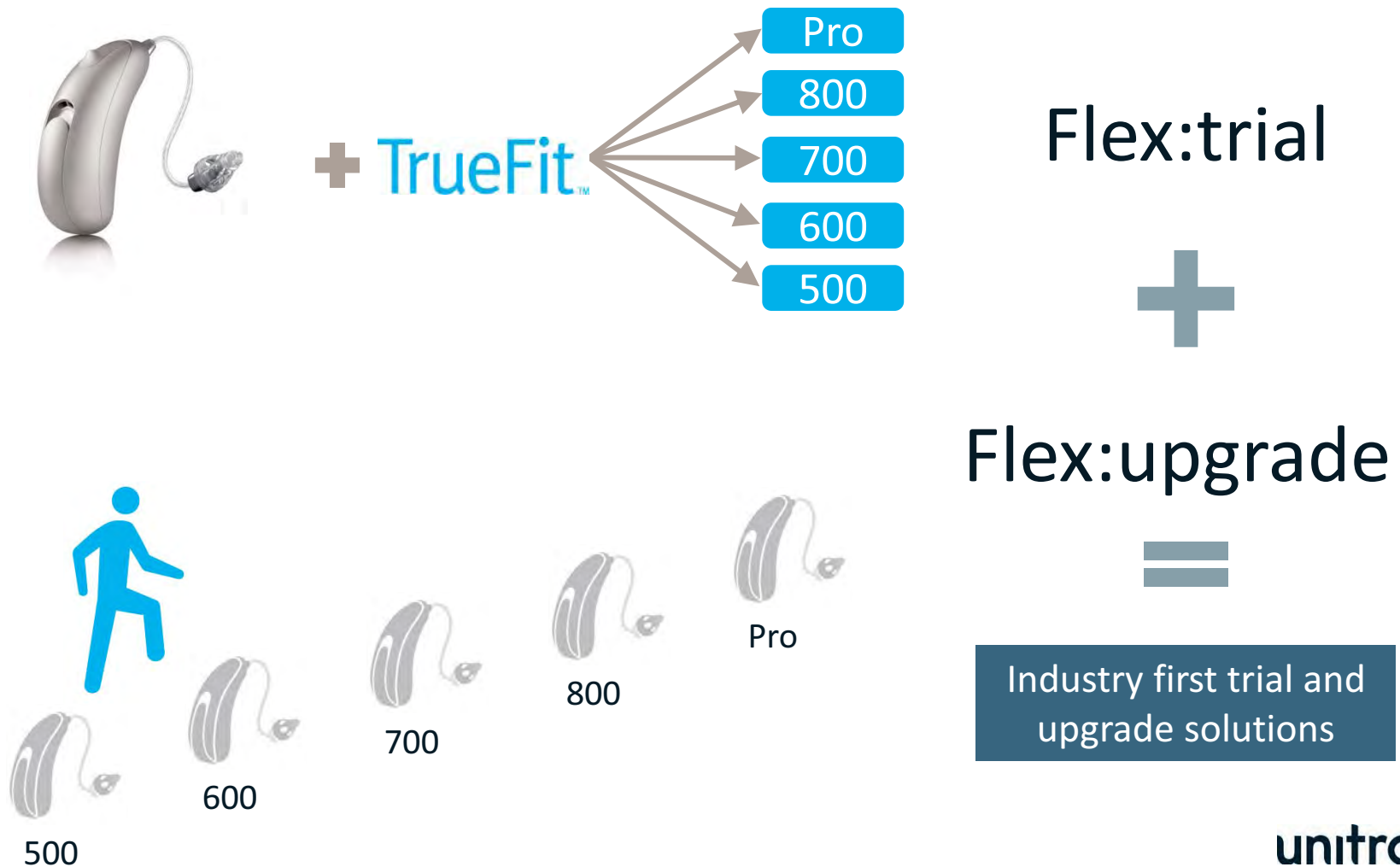
Is it easy to handle?

North and SoundNav: Driving new direction in natural sound experience



Highest level of automation – Focus on four different types of conversations

Does it provide value for money?



“How do patients typically respond when they learn that you can offer them the possibility of an upgrade in technology?”

83%
responded

“Patients feel more confident in their decision.”

67%
responded

“This reassurance positively influences my patients experience.”

“How important is the ability to have an “at home trial” of the hearing aids prior to purchase?”

83%

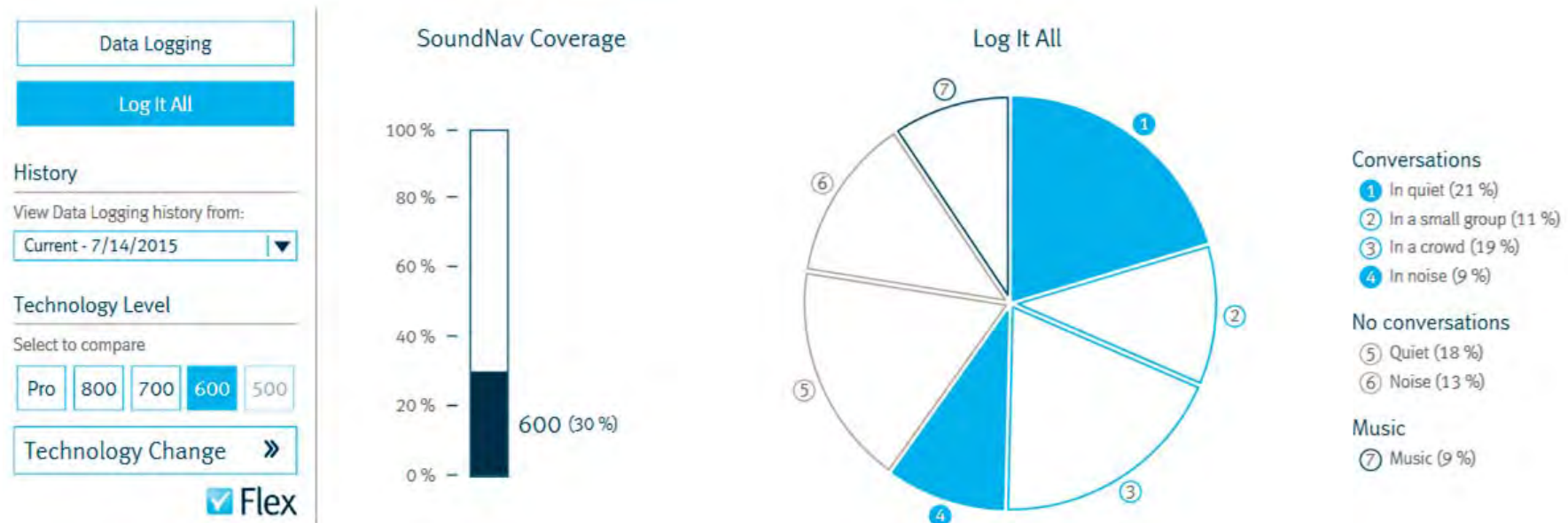
said an at home trial was important to them.

83%

of HHCPs report an increase in patients purchasing hearing instruments.

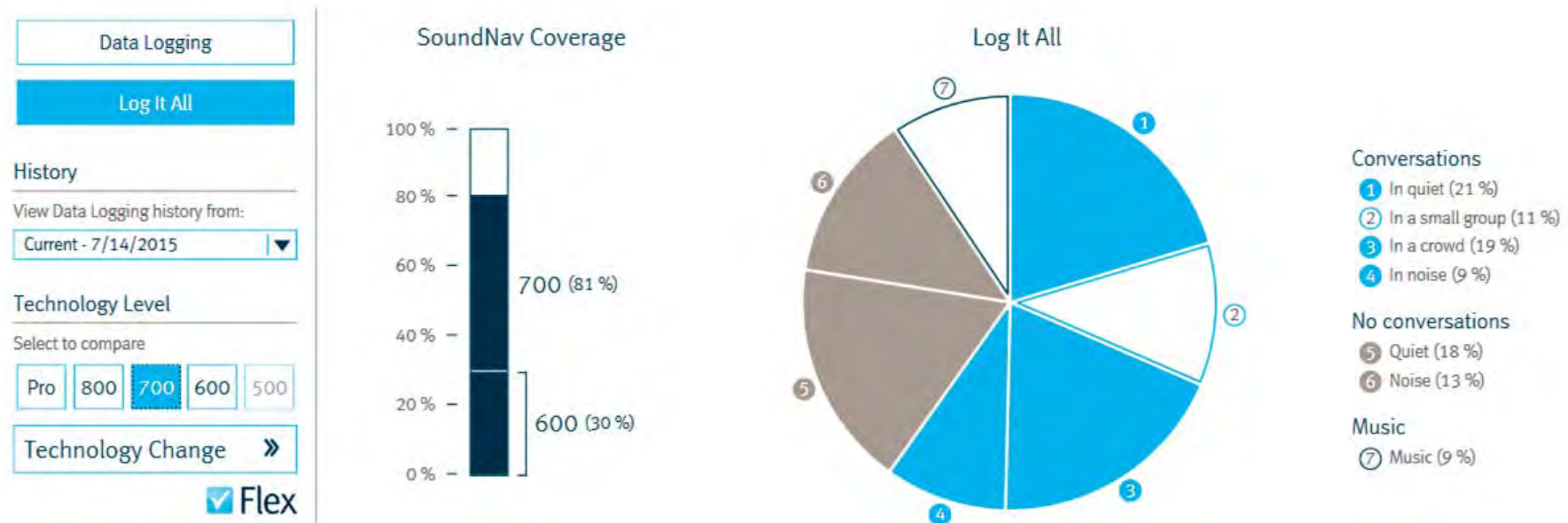
Log it All –Expanding the Flex concept

- Real-time monitoring of 7 listening situations
- Data logging info for all 7 situations visible for the audiologist and the customer during the counseling process
- Enables evidence based counselling and provides an upselling tool to the audiologist



Log it All –Expanding the Flex concept

- Real-time monitoring of 7 listening situations
- Data logging info for all 7 situations visible for the audiologist and the customer during the counseling process
- Enables evidence based counselling and provides an upselling tool to the audiologist



“To what extent do you agree with the following statements regarding the combination Flex:trial and Log It All?”

“It enhances my patient counselling.”

89%
agree

“It helps me, to build patient trust.”

85%
agree

“It helps me, to motivate patients to pursue amplification.”

85%
agree

“It has a positive impact on my patient's satisfaction.”

87%
agree

Hansaton

Transition to Sonova technology well on track – The entire family: HD technology



sound **HD**



jam **HD**

Hearing as Unique as You are

*Introducing the Naída CI **Q Series** by Advanced Bionics*

Stäfa, Switzerland | 13 October 2015
Hansjuerg Emch, GVP Medical
President, Advanced Bionics



Advanced Bionics

Naída CI *Q Series*

Hearing as **Unique** as You Are



Naída CI **Q30**
Setting the Bar

Naída CI **Q70**
Raising the Bar

Naída CI **Q90**
Surpassing the Bar

Naída CI Q30

Sound Processor



Setting the Bar

The ideal hearing solution for those seeking **outstanding performance in noise** and **wireless connectivity** while enjoying **simplicity** and **ease of use**.

Candidate's Profile

- Requires **maximum audiological** performance
- Values **ease and simplicity** of use
- Benefits from AB's **unique automation capabilities** in everyday listening environments
- Benefits from unilateral, bilateral and bimodal **streaming of music, phone conversations and TV**
- Wants access to the largest choice of **wireless technology**
- Values the option for a **design-integrated Roger** solution
- Wants to enjoy uncovered, **uncompromised, underwater hearing**





Advanced Bionics

Setting the Bar



Phonak UltraZoom

ClearVoice™ Speech
Enhancement

AutoSound™
Technology

Phonak Bluetooth
Wireless

Uncompromised,
Underwater Hearing

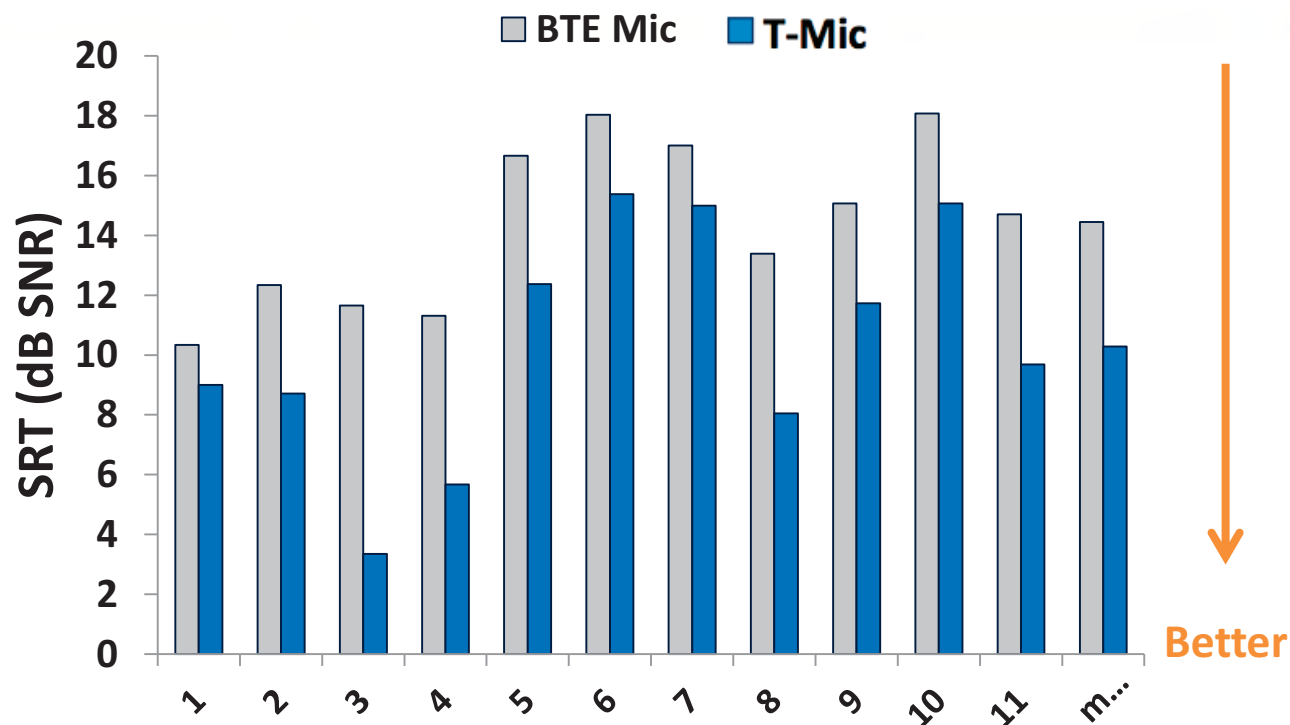
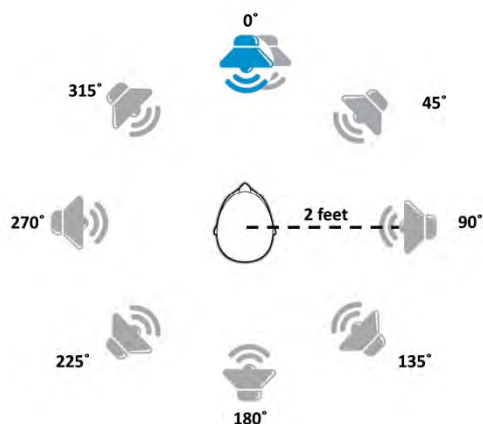
T-Mic & Headpiece Mic

Naída CI **Q30**



Advanced Bionics

T-Mic™ Microphone (2002)



- Noise: Restaurant noise at 72 dB SPL
- Mean improvement of **4.4 dB**
- Equivalent to **35% improvement** in speech understanding (HINT 1 dB $\approx$ 8.5%)

Gifford et al. 2008



Advanced Bionics

Headpiece Mic

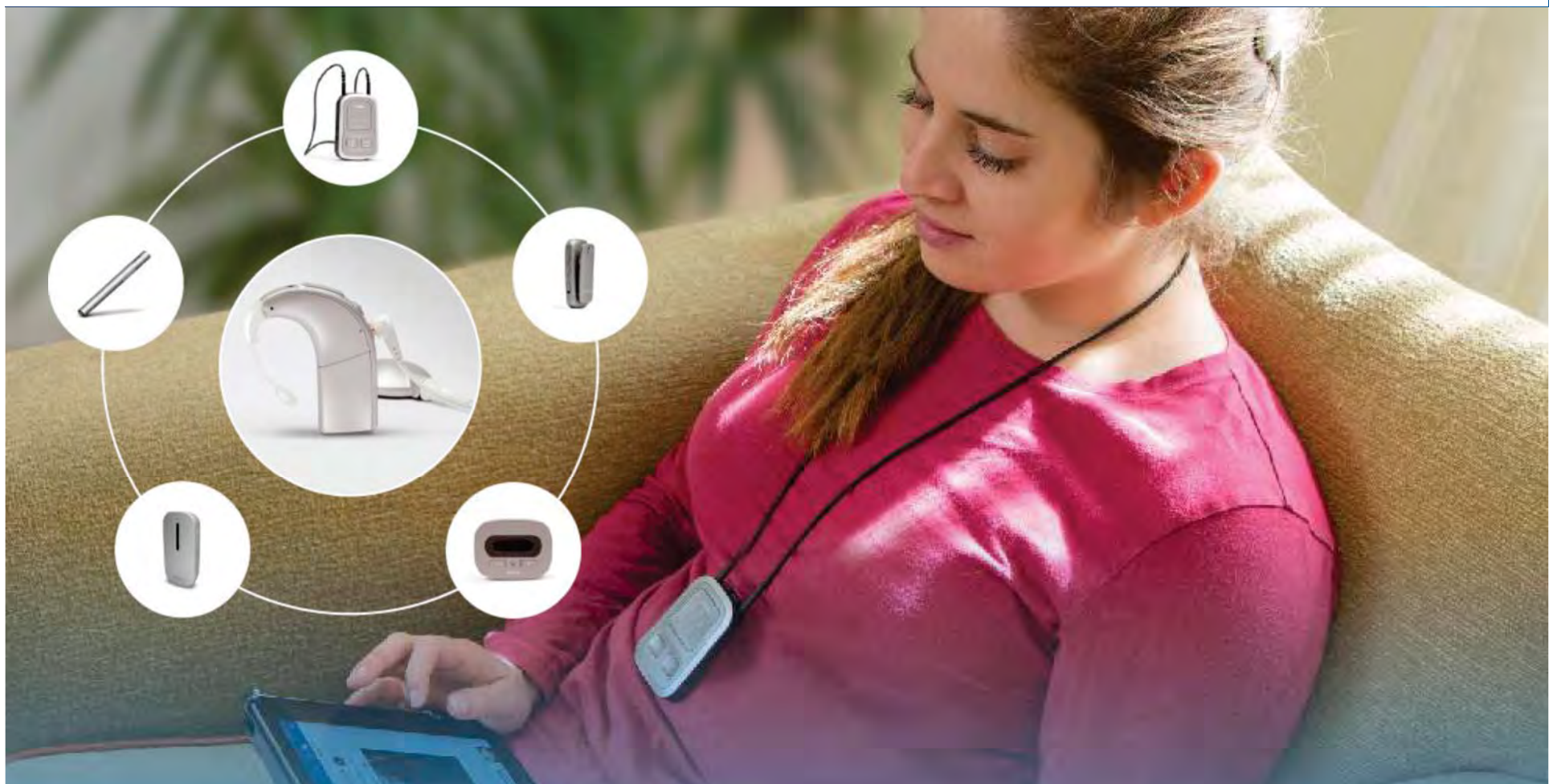


AquaMic



Wireless Connectivity

with or without the Phonak ComPilot Accessory



The Digital Standard

New digital wireless standard that enables you to **hear and understand more speech in loud noise and over distance** by transmitting sound from a microphone directly to a design-integrated receiver attached to your Naída CI processors



ROGER™ 17
Receiver



ROGER™
Clip-On Mic



ROGER™ Pen

ROGER™ 17 *for Naída CI*

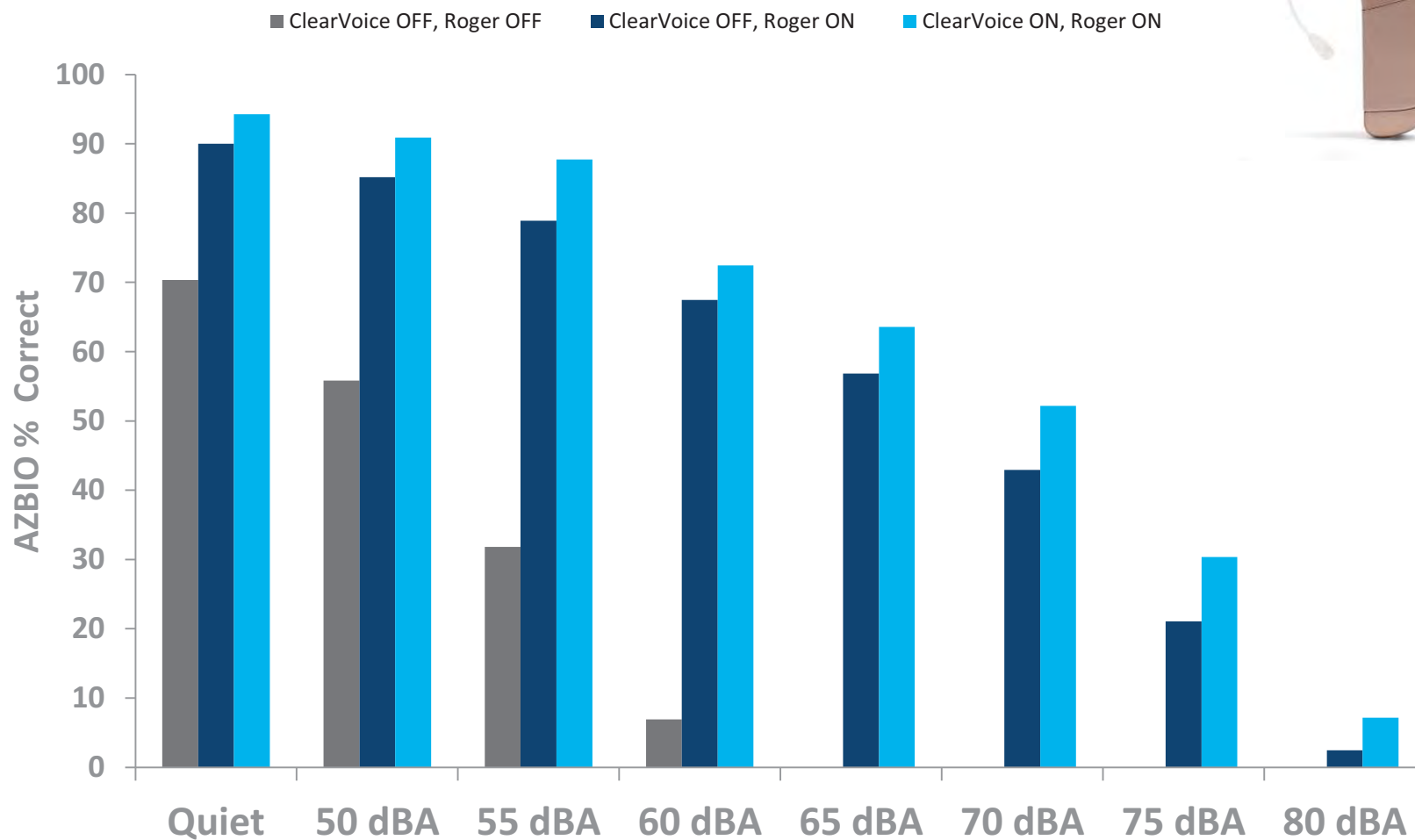


Better Hearing in Noise and Over Distance



Advanced Bionics

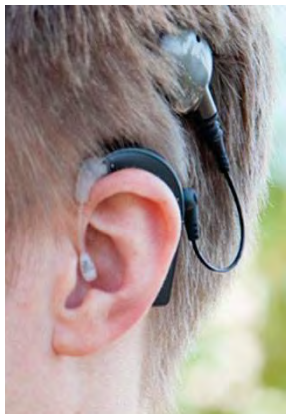
Roger™ Performance



Wolfe, J. (2014) Evaluation of ClearVoice with Digital Adaptive Roger Technology. Munich CI-2014 Conference

Hear Clearly on the Phone

New Phonak wireless streaming accessories to transmit sound directly to Naída CI processors from **any kind of cell phone**.



AB T-Mic™ 2



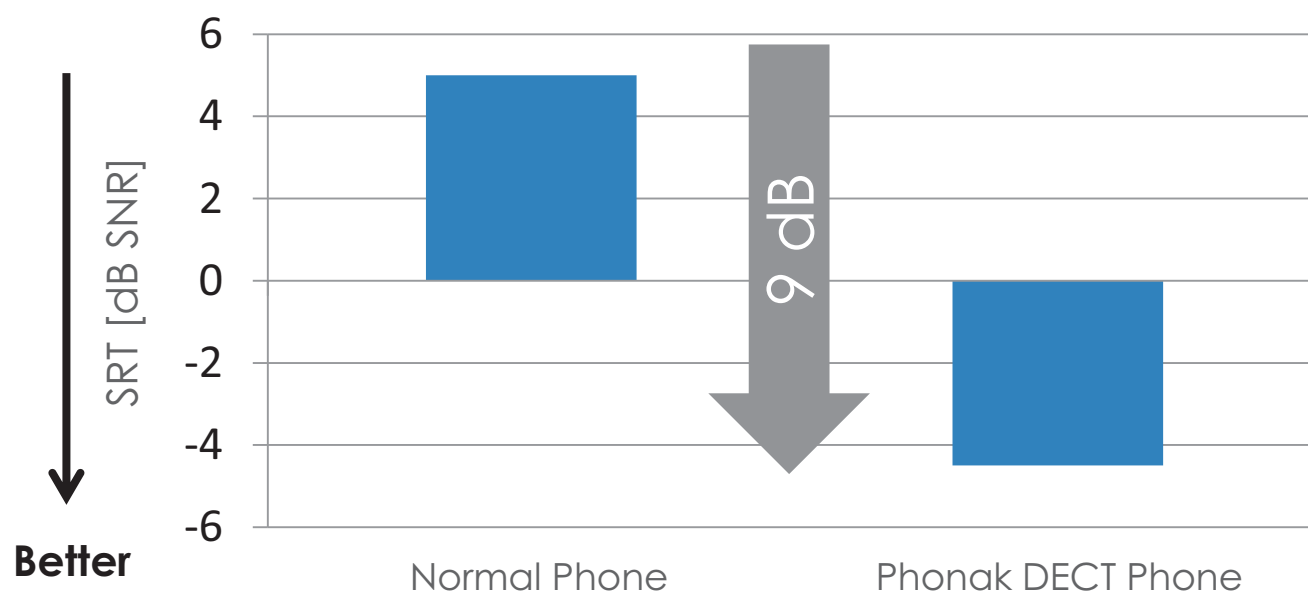
Phonak ComPilot



Phonak EasyCall



Phonak DECT Phone



n = 15

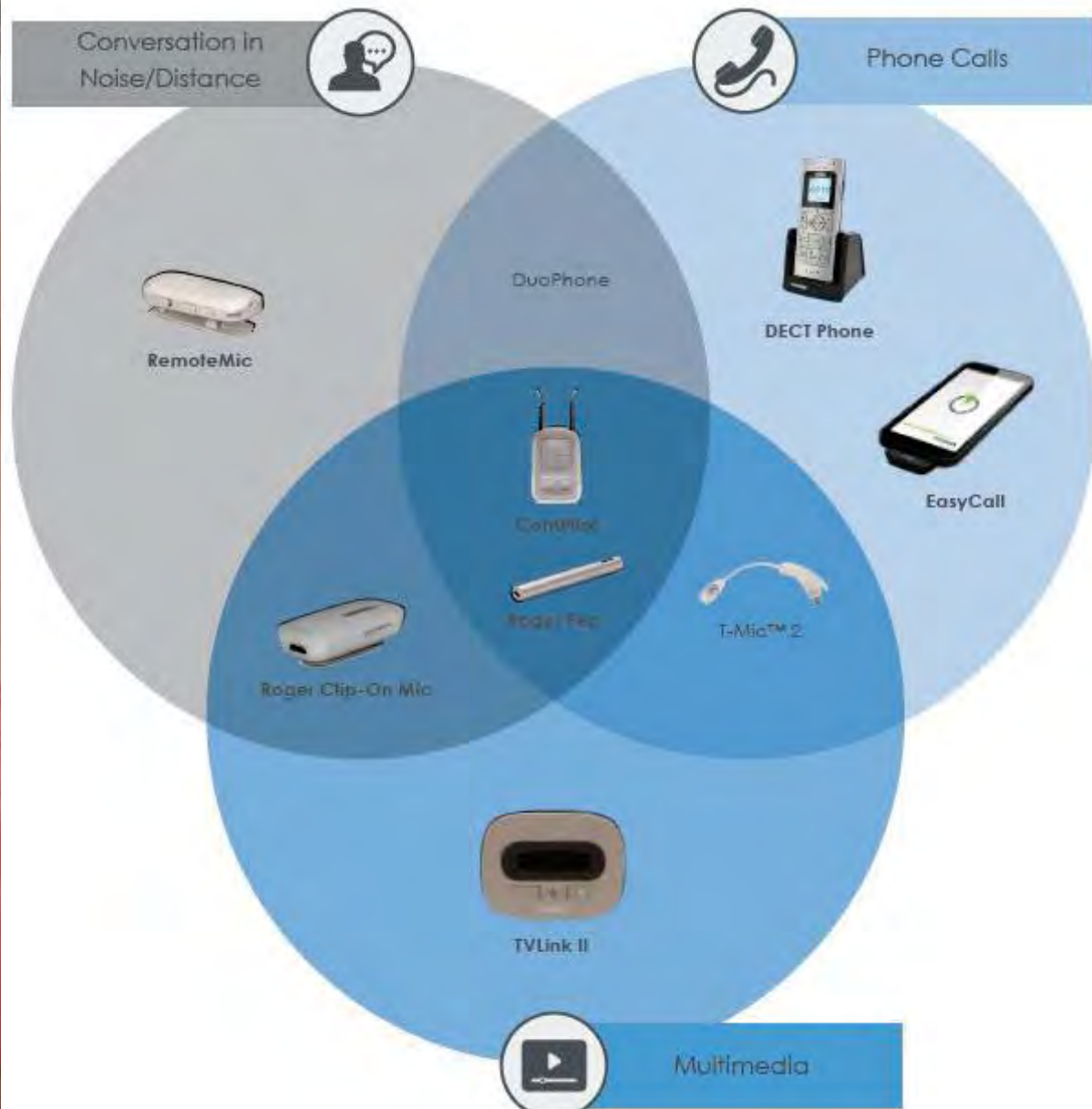
Results are statistically significant [0.005 significance level, Wilcoxon Test]

Independent study. Schulte, M. (2013) DECT CP1 study, Hearing Center Oldenburg, Germany



Advanced Bionics

Most Comprehensive Portfolio of Wireless Connectivity Solutions



AutoSound™ Technology

Unique Automation Capabilities

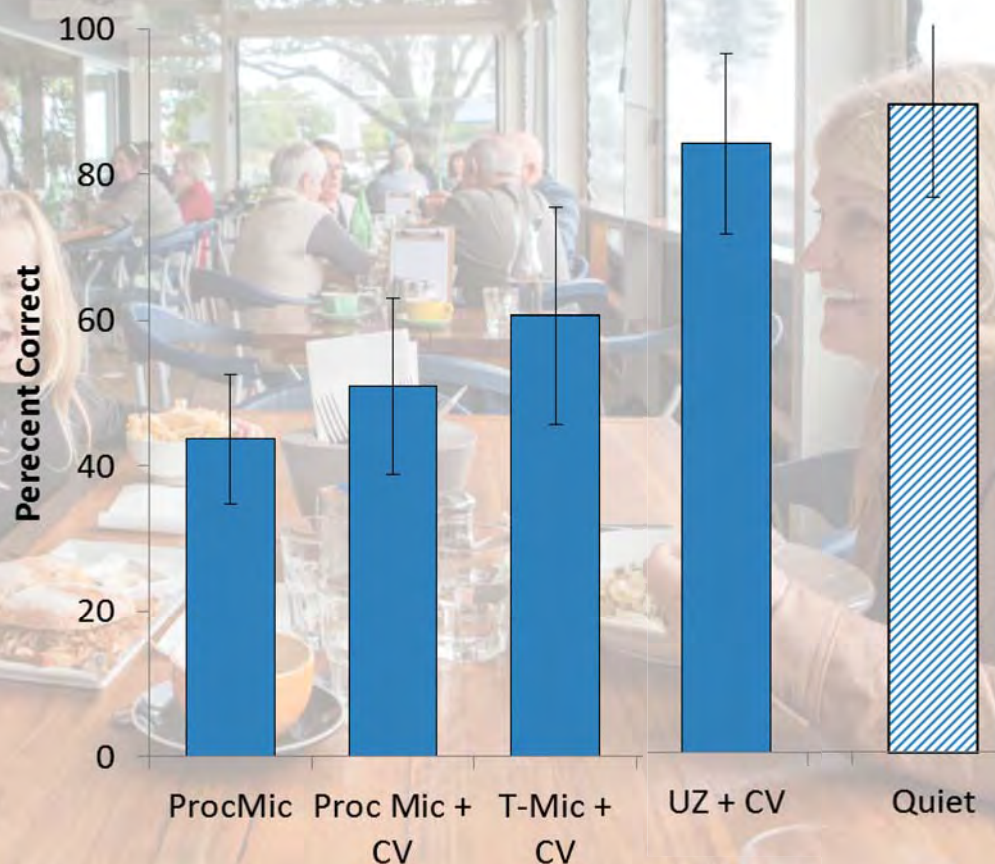
- Understand speech easily in quiet or in noise
- Enjoy music and understand song lyrics clearly
- Follow conversations effortlessly in cars, trains, or buses

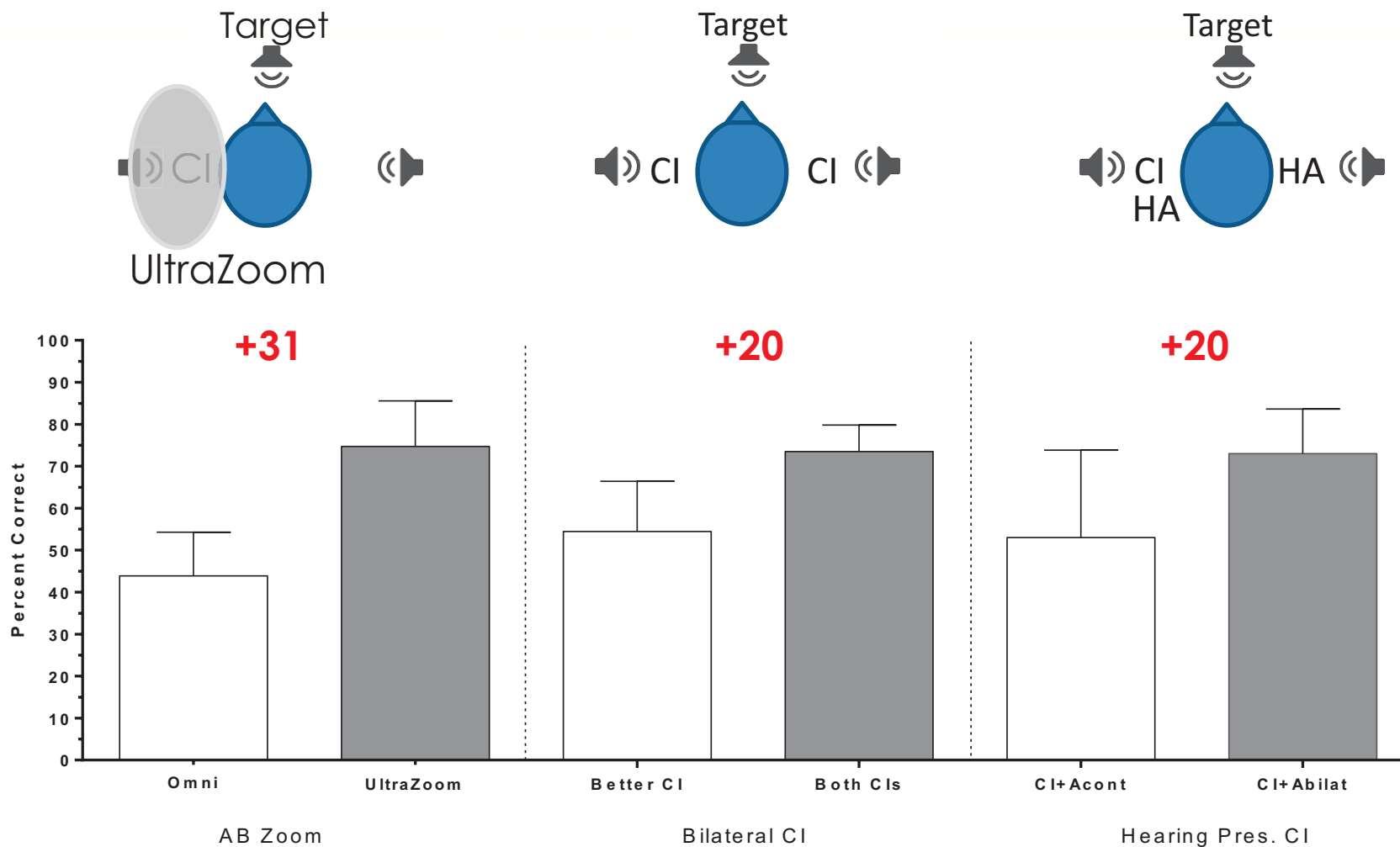




Advanced Bionics UltraZoom and ClearVoice™ Technology

AB & Phonak noise technologies all together let AB recipients hear ***almost as well as they do in quiet***





*Dorman et al, 2015



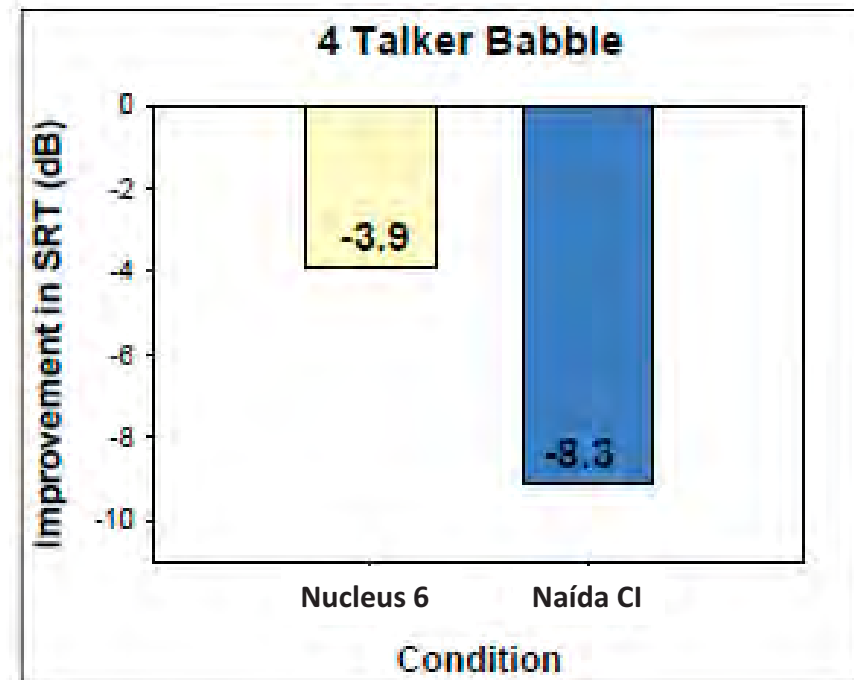
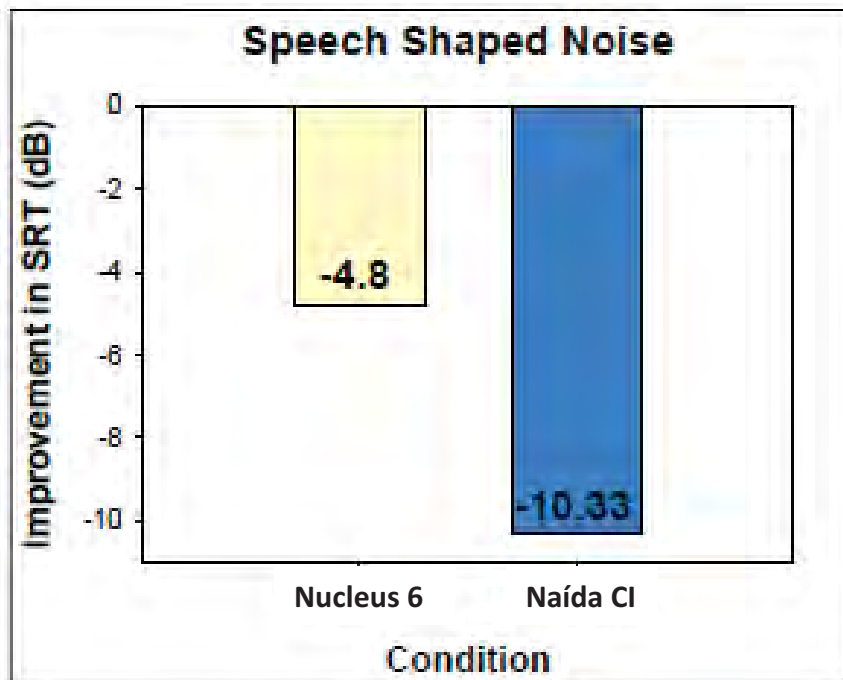
For speaker in front of listener, unilateral UltraZoom provides **superior** speech understanding in noise compared to:

- Bilateral CIs
- Unilateral CI and bilateral low-frequency residual hearing (preservation of hearing)

*Dorman et al, 2015



Advanced Bionics The Naída CI Q30 is Competitive!



Improvement in SRT shows:

- Nucleus 6* = SCAN ON minus OFF
- Naída CI = UltraZoom & ClearVoice ON minus OFF

*Mauger et al. (2014)

Naída CI Q70

Sound Processor



Raising the Bar

The premium hearing solution for recipients who benefit from additional **comfort** and **advanced binaural** features.

Candidate's Profile

- Requires maximum audiological performance and takes advantage of everything that the Naída CI Q30 offers

In addition:

- Values additional **listening comfort** when outdoors in the presence of **wind** (WindBlock), in **reverberant environments** like large assembly halls (EchoBlock), or is particularly sensitive to **sudden loud sounds** (SoundRelax)
- Benefits from **advanced automation** capabilities that includes WindBlock and SoundRelax in everyday listening environments

For bilateral users:

- Appreciates advanced **binaural** capabilities to maximize their hearing performance with **two ears working together** (ZoomControl, DuoPhone)





Advanced Bionics

Raising the Bar



Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q30**

Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q70**

NEW!

ENHANCED!

Bring on the Comfort

Effortless hearing
in challenging listening situations

WindBlock Feature

reduces wind noise to improve the listening
experience in windy conditions

EchoBlock Feature

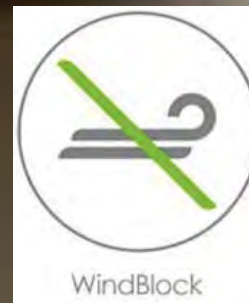
improve your listening experience in places that echo,
such as large assembly halls

SoundRelax Feature

softens sudden loud sounds, such as
slamming doors or clanging dishes



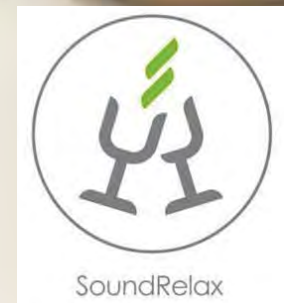
PHONAK



WindBlock



EchoBlock



SoundRelax



Simply Automatic

- Understand speech easily in quiet or in noise
- Enjoy music and understand song lyrics clearly
- Follow conversations effortlessly in cars, trains, or buses



SPEECH IN QUIET



SPEECH IN NOISE



MUSIC



CAR



COMFORT IN NOISE



COMFORT IN WIND



COMFORT
IN SUDDEN NOISE



Hires Fidelity 120



Wide IDR



Hires™ Optima
Sound Processing



Automatic
Gain Control



ClearVoice



Hires Fidelity 120



Hires™ Optima
Sound Processing



Wide IDR



Automatic
Gain Control



ClearVoice



Hires Fidelity 120



Wide IDR



Automatic
Gain Control



ClearVoice



ClearVoice



Automatic
Gain Control



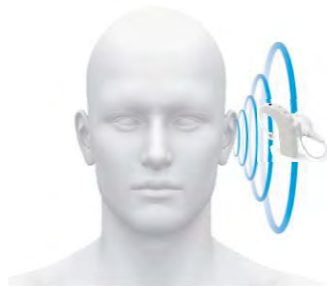
WindBlock



SoundRelax

Binaural VoiceStream Technology™

The Best for Hearing with Both Ears



Unilateral Hearing

with one ear

Examples:

- 1 Cochlear Implant
- 1 Hearing Aid
- 1 Electro Acoustic Stimulation System (EAS)

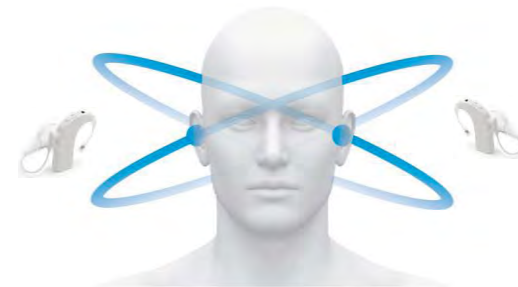


Bilateral Hearing

*with two ears **working independently***

Examples:

- 2 Cochlear Implants
- 2 Hearing Aids
- 2 Electro Acoustic Stimulation (EAS) Systems
- 1 Cochlear Implant & 1 Hearing Aid
- 1 Cochlear Implant & 1 EAS System



Binaural Hearing

*with two ears **working together***

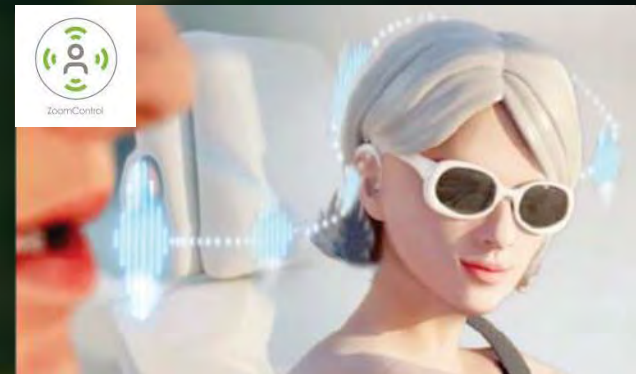
Examples:

- 2 Normal Hearing Ears
- 2 Phonak Hearing Aids
with Phonak Binaural VoiceStream Technology™
- 2 AB Naída CI Sound Processors
with Phonak Binaural VoiceStream Technology



Advanced Bionics

Phonak Binaural VoiceStream™ Technology



Naída CI Q90

Sound Processor



Surpassing the Bar

The Naída CI Q90 is the **premium** solution for recipients who benefit from all Q70 features and accessories and in addition from **unique automatic capabilities**, the **most focused binaural beamformer** and EAS capabilities.

Candidate's Profile

- Requires maximum audiological performance and takes advantage of everything that Naída CI Q70 offers

In addition:

- Enjoys the most **premium automation** capabilities for complex, **quick-changing and very loud** listening and communication environments (AutoSound™ OS).

For **bilateral** users:

- Benefits from the **most focused beamformer** to improve understanding for conversations in the most challenging listening situations (StereoZoom)

For patients with **residual hearing**:

- Values the option of simultaneous acoustic and electric stimulation in one seamless device (**EAS**)



PHONAK



Advanced Bionics

Surpassing the Bar



Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q30**

Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q70**

EAS
Phonak StereoZoom
Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q90**

NEW!

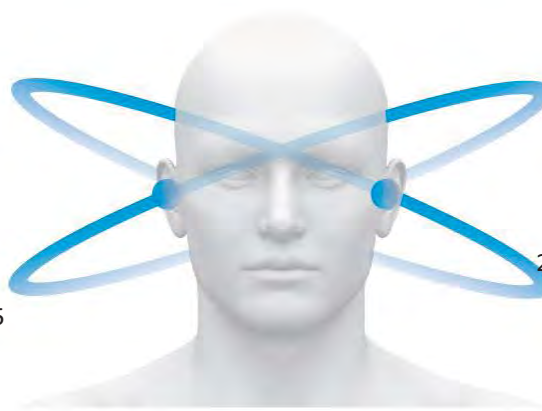
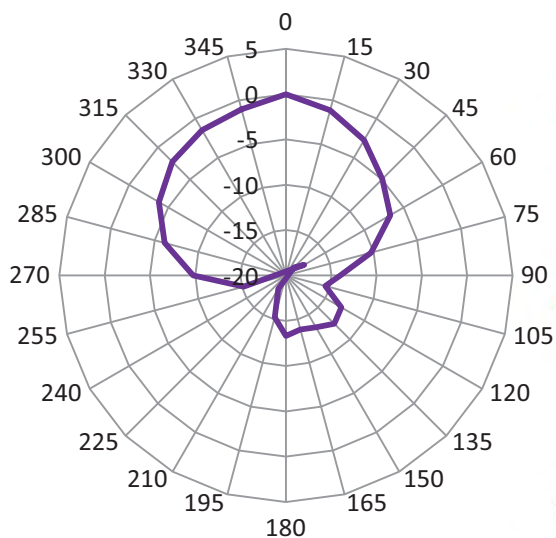
ENHANCED!



StereoZoom

How does it work?

Phonak Binaural VoiceStream Technology™ feature that extracts a single voice from a noisy crowd to improve speech understanding in a one-on-one conversation



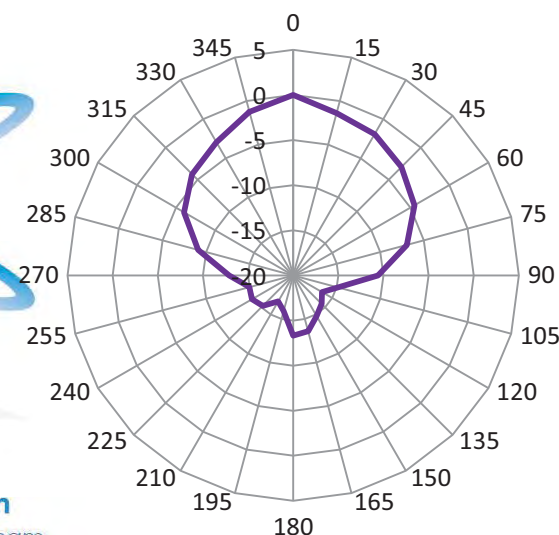
Naída CI



Naída CI

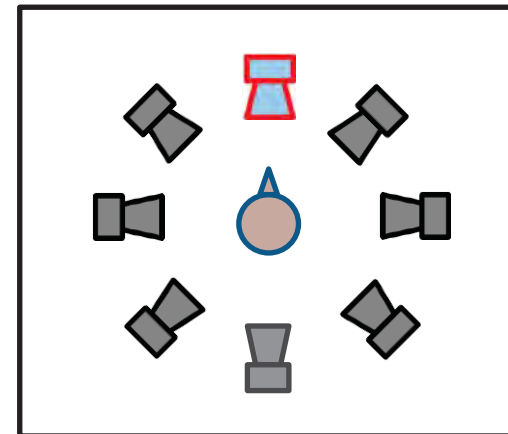
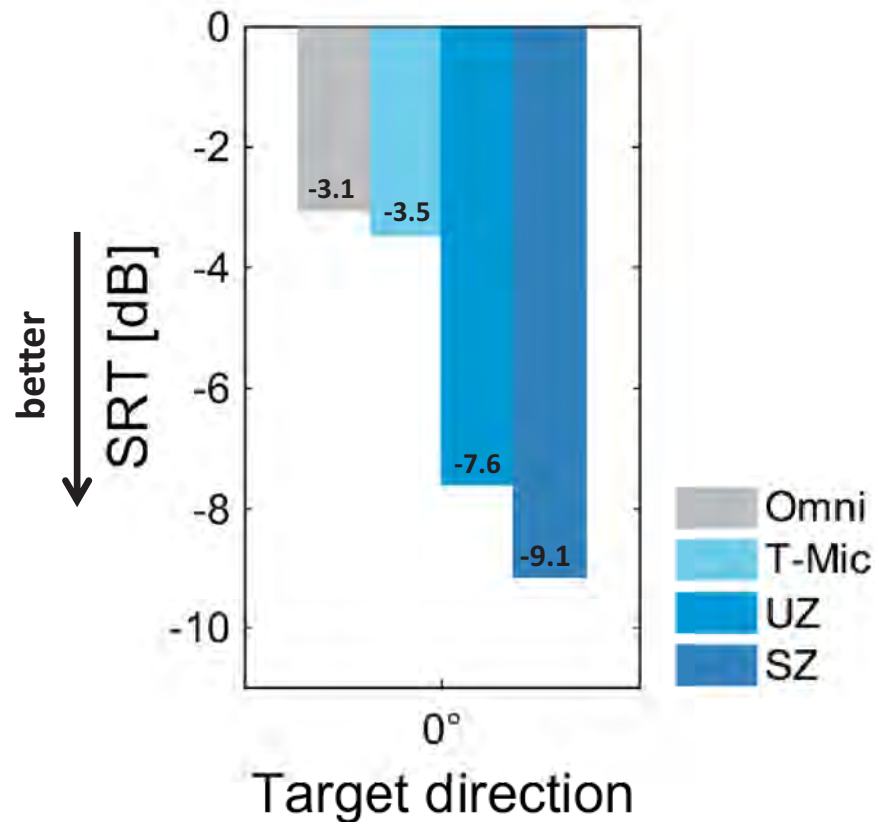
Naída CI
Bilateral System
Binaural VoiceStream

● Electrical Stimulation





Evidence with AB users



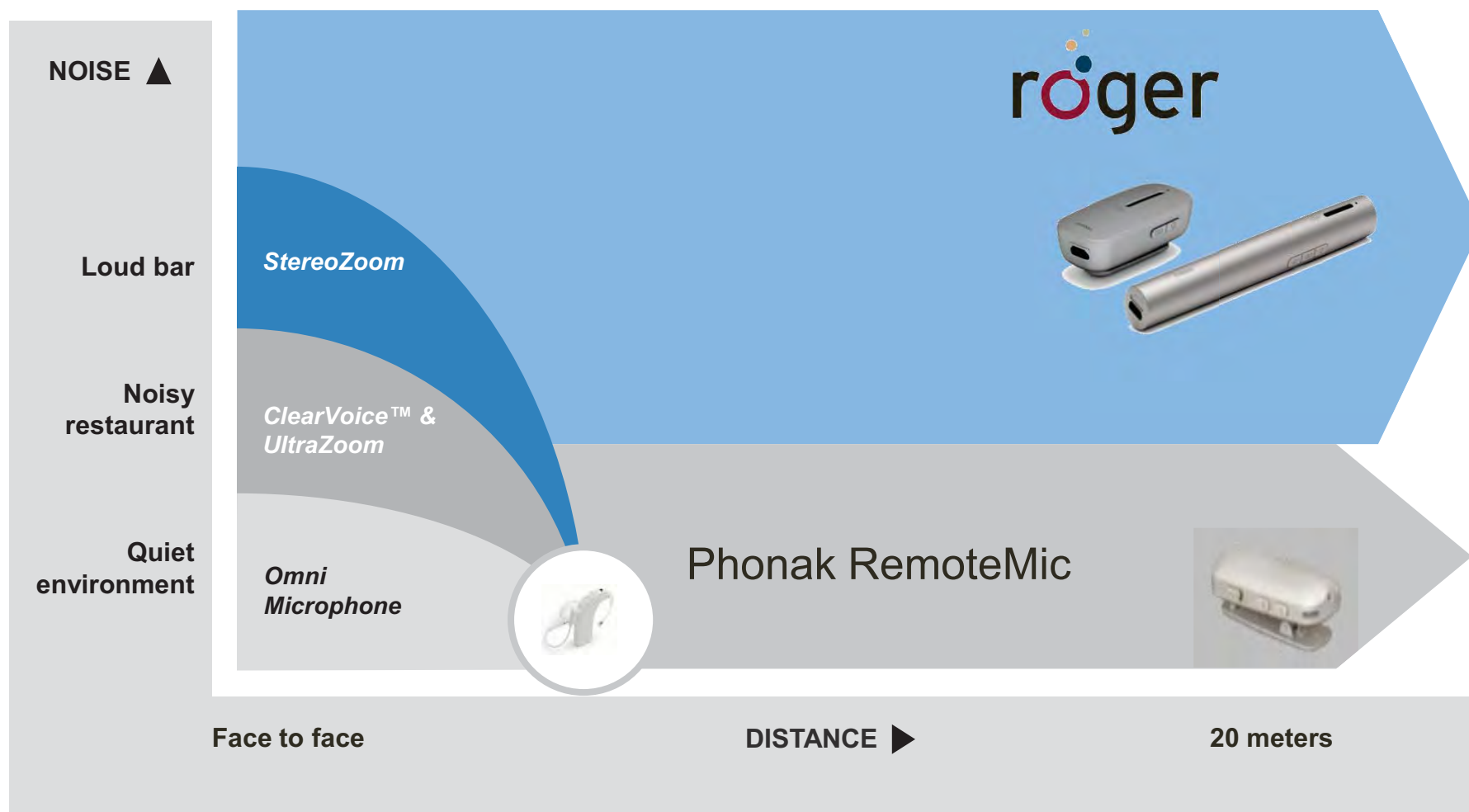
- **OISa**, speech from 0°
- 7-LS OL-Noise, 65 dB A

StereoZoom yields an additional benefit of Ø 1.5 dB



Advanced Bionics

Hear Clearly in Every Situation





Simply Automatic

As you move through your day, you experience many different sound environments. With AutoSound™ OS, your **Náda CI adapts automatically and intelligently to the sound around you.**

- Understand speech easily in quiet or in noise
- Enjoy music and understand song lyrics clearly
- Follow conversations effortlessly in cars, trains, or buses
- Hear comfortably in wind or in the presence of sudden, loud noises



SPEECH IN QUIET



SPEECH IN NOISE



MUSIC



CAR



COMFORT IN NOISE



COMFORT IN WIND



COMFORT
IN SUDDEN NOISE



HiRes Fidelity 120



Wide IDR



HiRes™ Optima
Sound Processing



Automatic
Gain Control



ClearVoice



HiRes Fidelity 120



HiRes™ Optima
Sound Processing



Wide IDR



Automatic
Gain Control



auto UltraZoom



ClearVoice



HiRes Fidelity 120



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ClearVoice



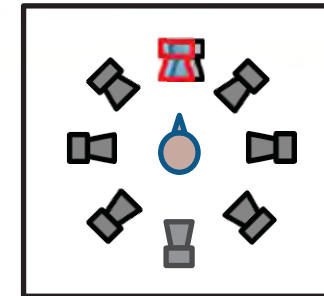
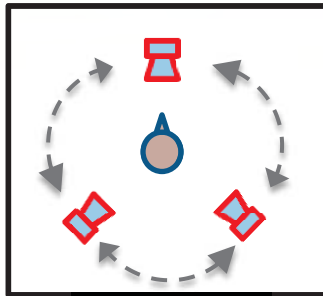
Automatic
Gain Control



WindBlink



SoundRelax



In quiet

- T-Mic™ better than UltraZoom
→ up to **28%** better understanding, with speech from the rear
- *auto UltraZoom* recognizes the situation and **stays in T-Mic mode**

In noise

- UltraZoom more suitable than T-Mic
→ Up to **5.1 dB** improvement in SRT
- *auto UltraZoom* correctly **selects the UltraZoom setting**

In both listening situations **auto UltraZoom** selects the most suitable microphone setting!



Advanced Bionics

Naída CI Q90 EAS System

An integrated electro-acoustic hearing solution



**HiFocus™ Mid-Scala
Electrode**



**Naída CI Q90 Sound Processor
and Acoustic Earhook**



**SoundWave™ Fitting
Software**

*Not approved in the US



- **Literature on hearing preservation rates 50-60% with competitive electrodes**
 - Mean hearing loss typically > 20 dB
 - Adunka, 2013 (n=18): 24 dB loss in LFPTA for 20 mm insertions
 - Friedman, 2015: 50% of CI422s & 40% of Hybrid-L lost > 20 dB LFPTA
- **HiFocus Mid-Scala electrode designed for minimal trauma**
 - Physical measurements show low insertion force
 - Temporal bone studies show zero translocations
- **Hearing preserved in 81% of HiFocus Mid-Scala cases**
 - Mean HiFocus Mid-Scala loss of 12 dB



Study	Hunter	Jiang	Benghalen	Tong	Cuda	Mean or total
Number with preserved hearing pre-CI	37	24	6	6	5	78 (total)
Percentage with preserved hearing post-CI	79	71	100	100	100	81 % (mean)
Mean dB loss pre- to post- (250-1000 Hz)	18	4	5	13	11	12 dB (mean)
Follow up in (months)	6 m	24 m	6 m	6 m (1 @ 3 m)	> 3 m	12 months (mean)



Advanced Bionics

Naída CI Q90 EAS Processor



All-in-One Processor that Adapts to Different Hearing Needs

*Not approved in the US



Overall goal:

Align acoustic towards electric stimulation

- **Alignment of frequency response**
 - Maximize effective audibility
 - Reduce gain in dead regions
- **Alignment of loudness growth**
 - Acoustic input/output curve same as electric
- **Alignment of dynamic behavior**
 - Acoustic loudness fluctuation same as electric



PHONAK

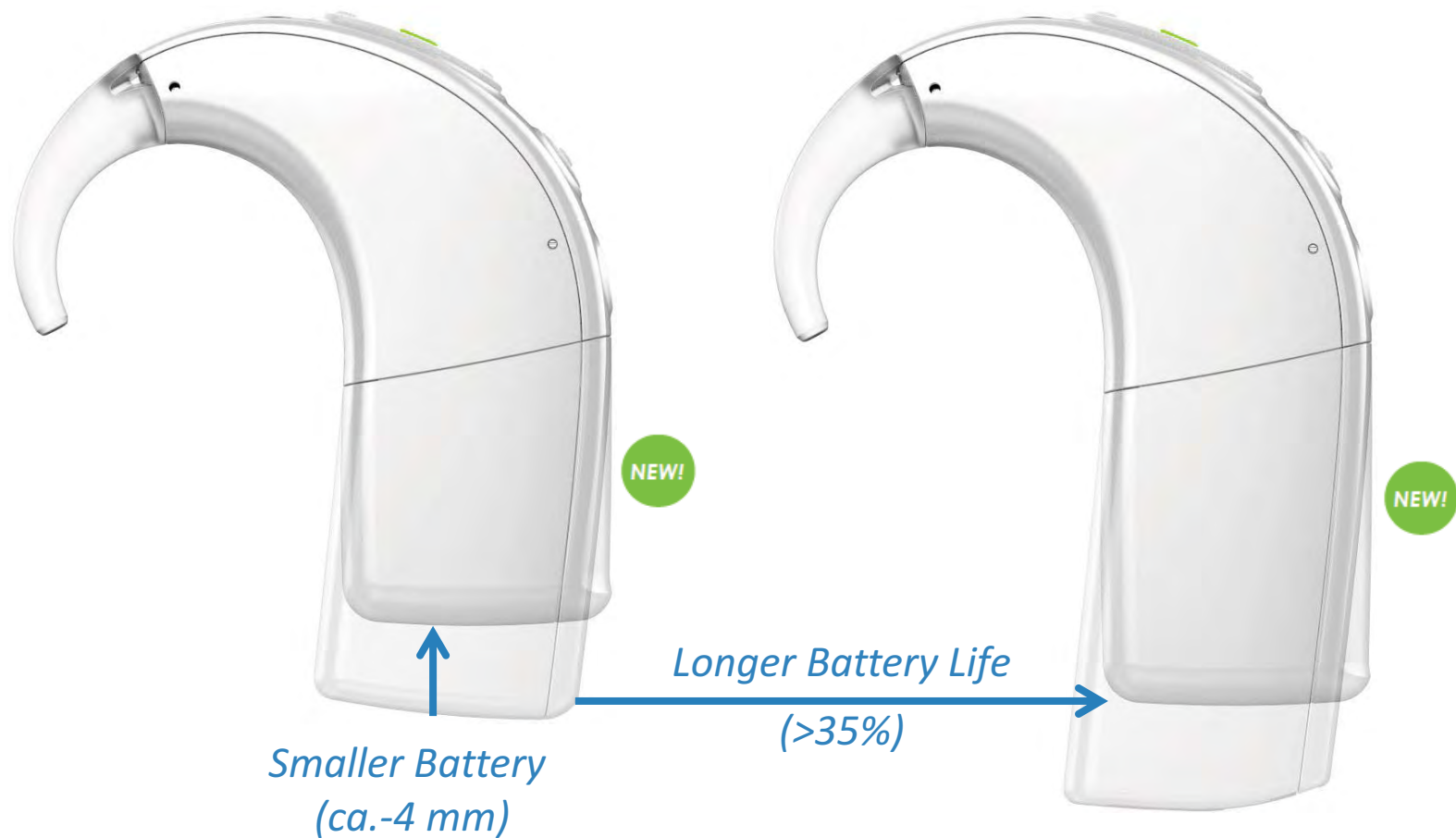
Unique for
Bimodal Hearing

Unique for
Bimodal and EAS
Hearing

Unique for
Bimodal and EAS
Hearing



Smaller Size. Same Battery Life!





Advanced Bionics

Bring on the Competition



Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ OS Technology
Phonak Bluetooth Wireless
Uncompromised, Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q30**

Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ OS Technology
Phonak Bluetooth Wireless
Uncompromised Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q70**

EAS
Phonak StereoZoom
Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound™ OS Technology
Phonak Bluetooth Wireless
Uncompromised Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q90**

EAS
Wind Noise Reduction
SCAN
SmartSound IQ
SmartSound IQ
GN Resound Bluetooth Wireless
Aqua+

Competitor A

EAS
Wind Noise Reduction
Directional Microphone
Fine Hearing
Automatic Sound Management
WaterWear

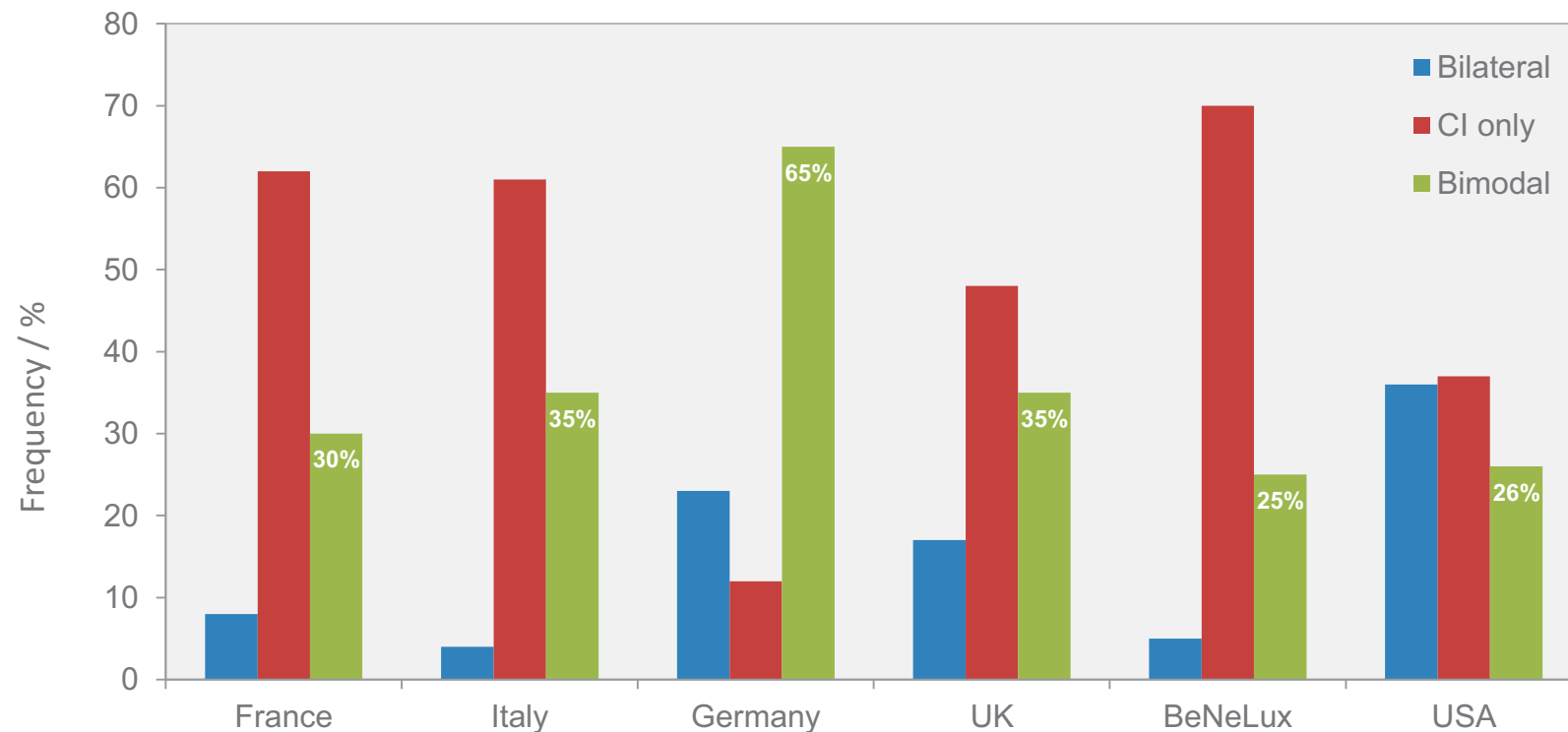
Competitor B

...one more thing





Significant untapped potential

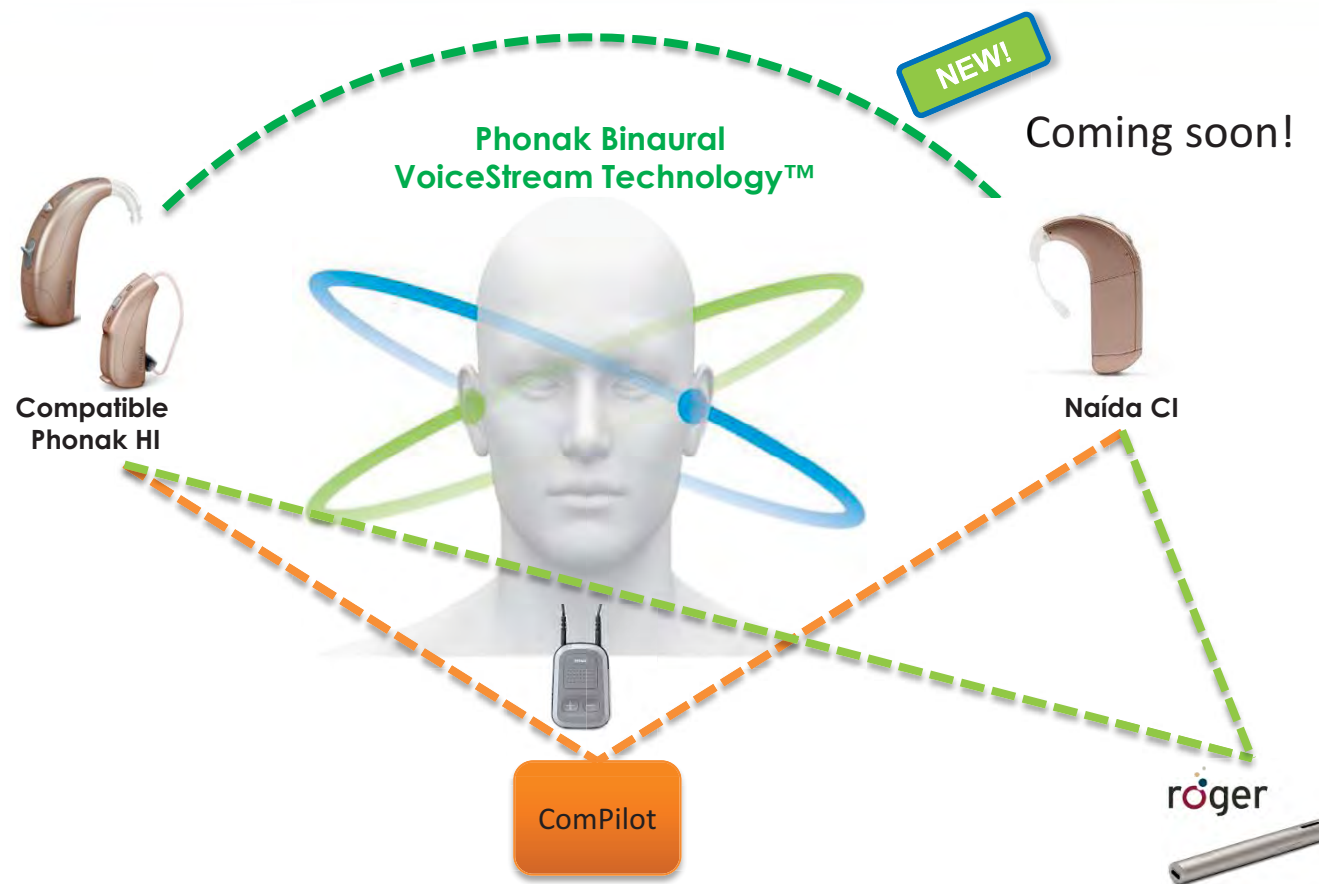


- Existing bimodal users: approx. ~30% WW and >60% in Germany



Advanced Bionics

Bimodal Functionality



A Phonak Naída HI and an AB Naída CI Q70/Q90 processor will be able to wirelessly communicate with each other





EAS
Phonak StereoZoom
Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
Phonak UltraZoom
ClearVoice™ Speech Enhancement
AutoSound OS™ Technology
Phonak Bluetooth Wireless
Uncompromised Underwater Hearing
T-Mic & Headpiece Mic

Naída CI **Q90**

Already today...

Many features are synchronized between

an Advanced Bionics cochlear implant

and

a Phonak hearing aid

EAS
Phonak StereoZoom
Phonak QuickSync
Phonak DuoPhone
Phonak ZoomControl
Phonak SoundRelax
Phonak EchoBlock
Phonak WindBlock
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Naída CI **Q90**

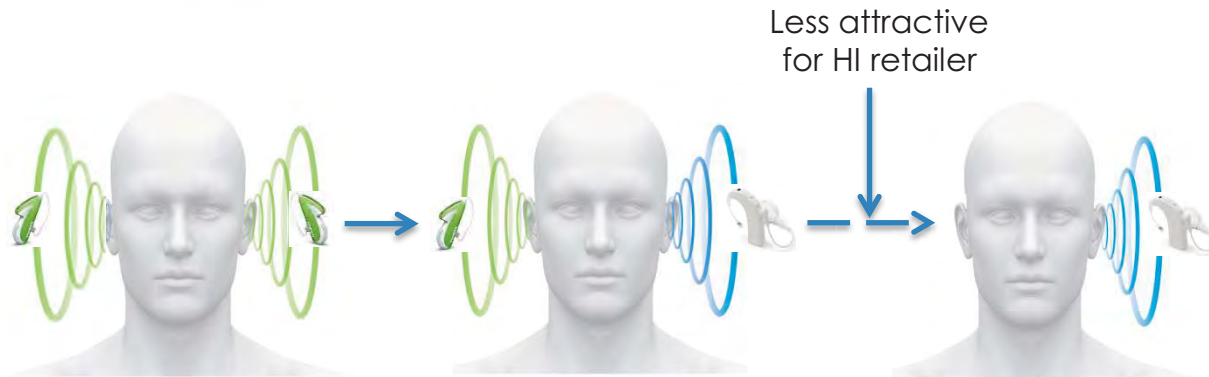
Coming Soon...

All Phonak Binaural VoiceStream Technology™ features will be available between

an Advanced Bionics cochlear implant

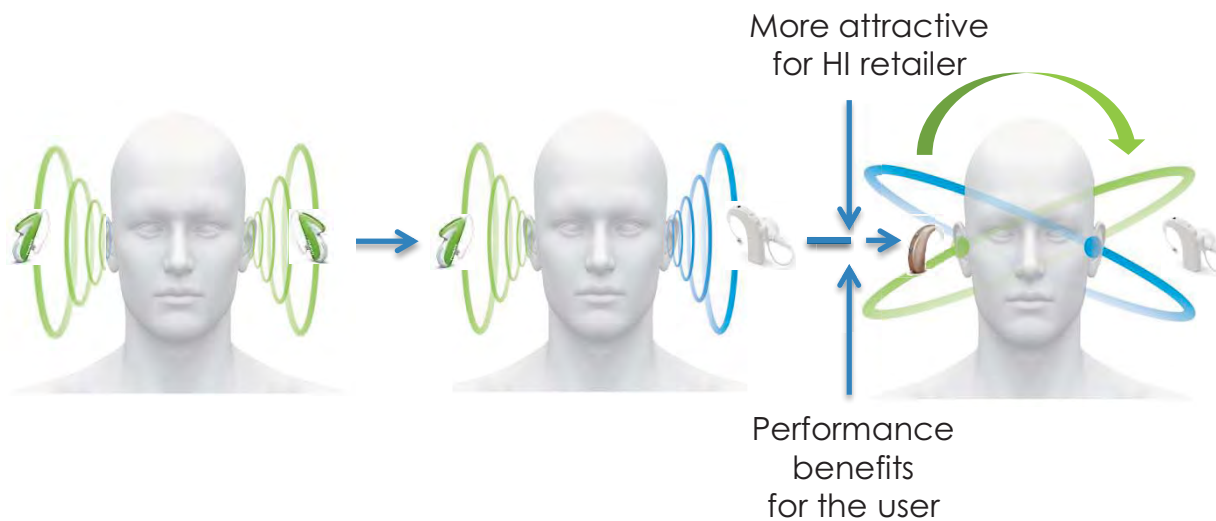
and

a Phonak hearing aid



Today

- Discontinued use of contralateral HI
- Lost HI customer over time



Tomorrow

- Performance benefits from AB/Phonak USP of binaural hearing
- Continued use of contralateral Phonak HI
- Phonak Binaural VoiceStream Technology™ customer for life

The Power of Two **Working Together as One**

The innovation DNA of AB and Phonak have combined to deliver performance technologies that will change the way you hear.

