

Responsible marketing

Hearing Aids

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Demant

To safeguard our ability to deliver the best to our customers and users, clinical validation and marketing processes ensure that we conduct responsible marketing from headquarters to local markets.

When we make statements that declare or imply that our products or services provide a benefit to customers or users, we ensure that such claims are substantiated based on scientific standards and thus truthful and not misleading.

Claims management

We have an established claims management process (figure 1) that defines how to assess, substantiate, and monitor a claim.

This includes annual training of relevant employees in claims management and processes to ensure both compliance with global regulatory requirements and a high-quality standard of claims.

Standard Operational Procedures

To ensure roles, responsibilities, procedure and documentation related to the review and approval process, we have and follow Standard Operational Procedures:

- DOC-0066 Claims process
- DOC-0067 SOP - Review and approval of Master Marketing material
- DOC-0068 SOP - Review and approval of Master Mandatory material
- DOC-0273 SOP - Translation & Versioning
- DOC-0120 SOP - Design Change process for Master marketing materials, Master mandatory materials and Claims Overview
- DOC-0531 Instruction - Local Product & Campaign Training

The responsibility to comply with these lies with the local responsible. Quality Assurance is responsible both for internal and external audits.

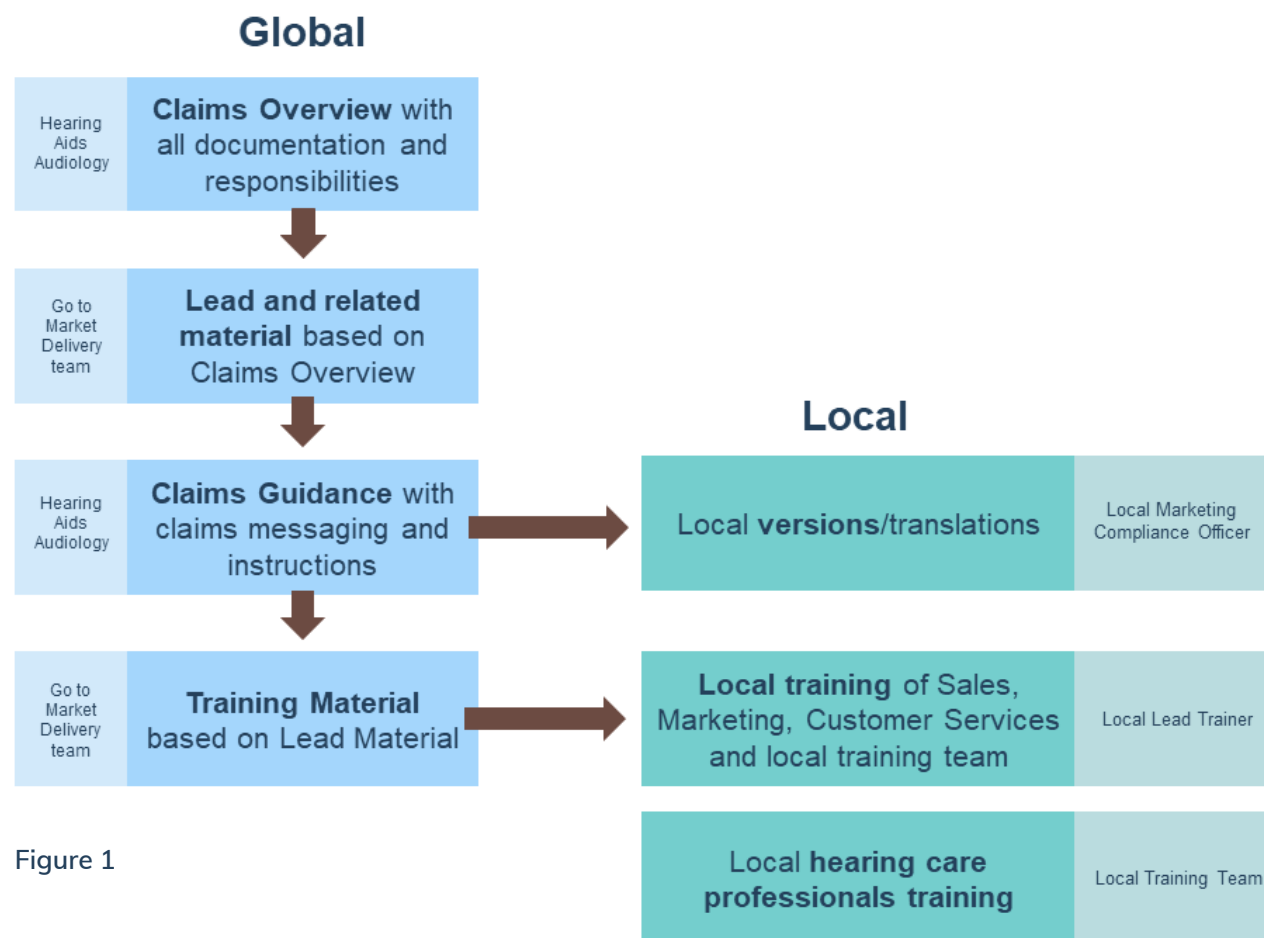


Figure 1