Vienna, Austria

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Trends & Competitor Overview

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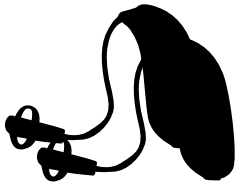
Oticon Export

Three major Trends in Hearing care

#1 Focus away from core audiology needs covering



#2 Increasing product complexity

#3 New digital structures and solutions

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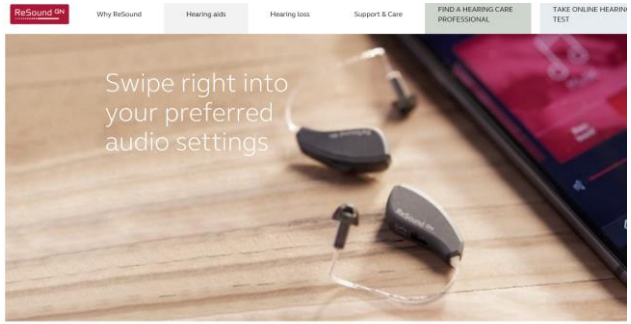
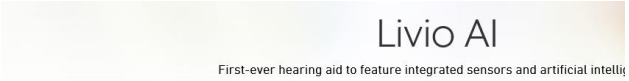
#1 Focus away from core audiology needs covering

- Competitors talk **less audiology**
  - more features around the product

- Opn and OpenSound Navigator is the only solution that delivers an **360 degree open sound experience** including patented BrainHearing benefits

- All other competitors still uses ”**Old world”** audiology based on directionality





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#2 Increasing Product Complexity

- Hearing aids **solve multiple problems** today e.g. personal communication, translation, health issues, fall detection etc.
- 3rd party service integrations and ”health sensors” **enables new functionality**
- **Rechargebility** has become a hygiene factor – battery life to support new functionality will be determining for future success
- New **form factors** and new **user groups**? Importance of design, attraction of younger user groups, over the counter (OTC) etc.

#3 New Digital structures and Solutions

- Engagement of HCP’s and end-users in the brand through **digital platforms** and user apps
- New **“on-demand” terminology**: E-audiology, E-health and Telecare
- Artificial intelligence and Machine learning enables **higher degree of customization**
- Online lead-generation and loyalty building

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What are we selling ?

Hearing Care

Audiology

Sound Quality

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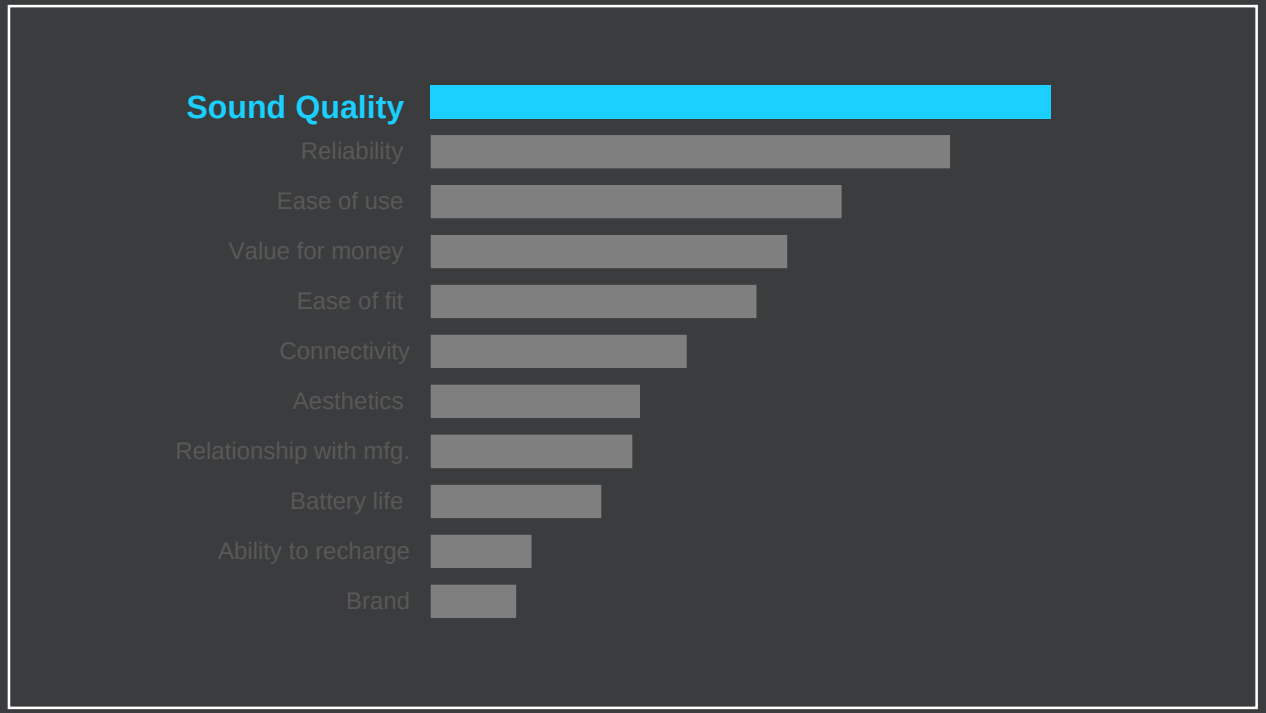
Importance of attributes (features) for your patient?

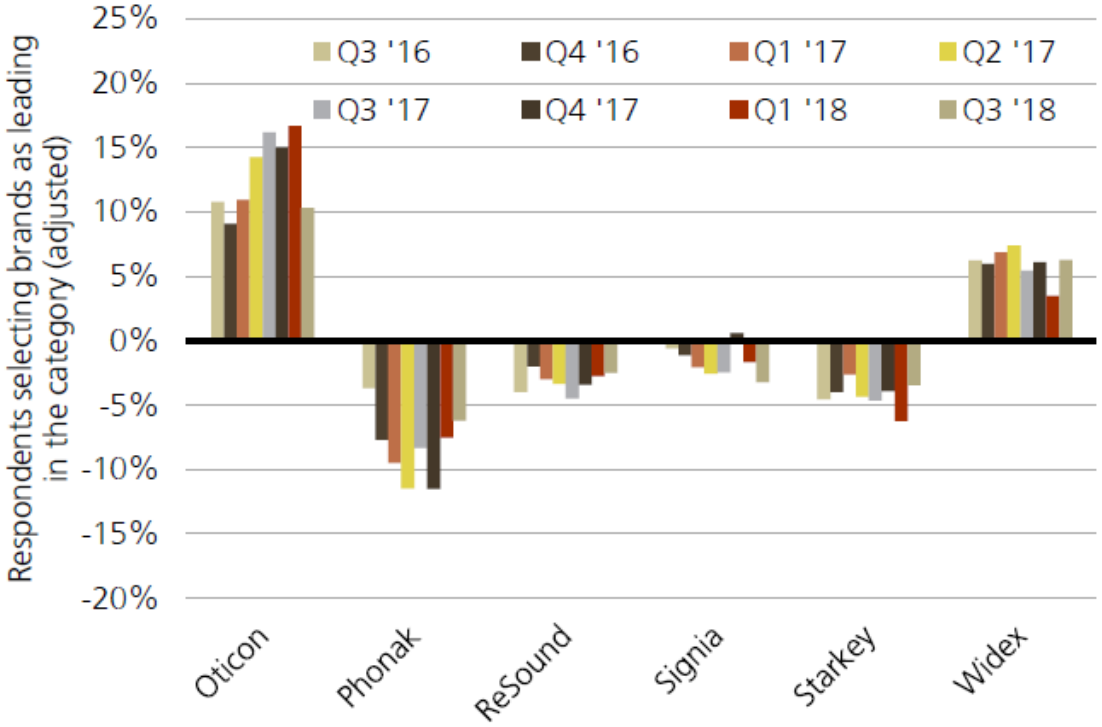


Sample: 499 hearing aid specialists and audiologists, US

Source: Hearing Tracker/UBS Evidence Labs, December 2017

Sound Quality rated most important hearing feature

And Oticon is the clear leader according to HCP's



Source: UBS Evidence Lab and Hearing Tracker. Question asked which brand had the best offering in each category, adjusted for the brand audiologists used most frequently.

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What do our competitors have to offer Old World vs New World

?

PHONAK

Phonak Audéo Marvel - Combining features of 3 previous products

Small improvements to an “old-world” platform – Phonak still in catch-up mode!

- Binaural link back - based on SWORD platform
  - StereoZoom feature reintroduced
    - Traditional beamforming (old world technology)
    - Only access to front speaker in noisy environments
    - Manually activated
- Connectivity
  - Very power-consuming 2.4 GHz Classic Bluetooth
  - Direct streaming to Android and iPhone
- Rechargeability
  - Size 13+ size lithium-ion battery
  - 18 hours/day with no mentioning of streaming time
  - Contact charging

Aug 2016 — Sep 2017 — Oct 2018

Audéo B
- Premium (directionality-based) audiology

Audéo B-R
- Lithium Ion

Audéo B-Direct
- Direct Bluetooth connectivity
- Reduced old world audiology

Audéo Marvel
- **Audiology - No News:** Premium (but 4 years old directionality-based) audiology
- **Connectivity:** Classic (power-consuming) Bluetooth and A2DP
- **Rechargeability:** Lithium Ion

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Phonak update

Overview of new apps

Remote support (HCP)

- Real time fitting and possibility to change settings directly in the fitting software

Hearing diary (end-user)

- Overview on hearing aid usage and client satisfaction, incl. push-notifications to HCP

My call to text app

- Live transcription of phone calls in more than 80 languages using Google services

Hearing screener

- Lead tool, integrates to HCP website to create leads and build relationships

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Phonak summary

OLD WORLD

The last manufacturer offering

MFi Made for iPhone hearing aids

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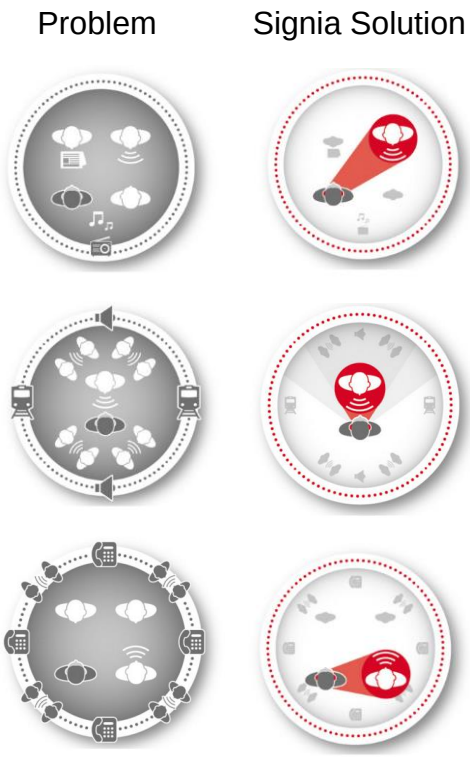
signia

Life sounds brilliant.

Signia update

New Signia Nx platform, 2018.1, stating it is “Replicating Nature”

- Signia NX platform availble with most Signia styles (Pure, Motion, Insio)
- Rather powerful platform – sound quality has improved
- Featuring “TwinLink” with NFMI and 2.4 GHz radio
- Main audiological update and key message is “Own Voice Processing”
- Still believes in narrow beam former concepts
  - They switch between modes and programs to handle different listening situations. In order not to confuse the user, this switching must happen slowly – however this does NOT reflect the dynamics of real life situations – i.e. not replicating nature.



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What Signia promises with Nx platform

World's first Own Voice Processing

The **world's first Own Voice Processing** (OVP™) improves spontaneous acceptance of own voice by 80% of dissatisfied hearing aid wearers.*

The most advanced soundscape processing in the industry,
superior speech understanding in noise.

Beyond the wearer's experience of a natural own voice, **Ultra HD e2e** also powers binaural beam-forming technology to provide clear speech understanding and a natural impression in all situations, even the loudest.

- Speech Guard LX ensures and delivers exactly the same benefit

Remains true to their “old world”

Designed by nature, perfected by Signia.

As an audiology technology leader, the Signia brand is redefining the art of hearing through binaural beamforming enabled by wireless, full-audio transmission between a bilateral pair of hearing aids. Signia Narrow Directionality is clinically proven to outperform even natural hearing in demanding situations*. Far from limiting the wearer, directionality is an absolute necessity for maintaining speech understanding in challenging listening environments. Our smart devices filter out background noise so that life sounds brilliant.

Narrow Directionality remains the only solution in the industry proven to offer better-than-normal hearing performance in such situations.* We’ve illustrated just how much of a difference the industry’s most advanced directional technology delivers compared to conventional solutions in these short, humorous videos:

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Signia summary

OLD WORLD

But based on a good platform

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ReSound

rediscover hearing

ReSound Linx Quattro – The most expensive HA ever

GN calls it: a “Premium Plus” hearing aid

- Justifying the Premium Plus category by:
  - Rechargeability
  - New chip with 100% more processing power and 4 CPU (central processing unit) cores.
  - More audiological advantages and direct streaming to Android with better sound quality

GN Resound LiNX quattro

Small news in a very nice wrapping!

- New chip platform: 6th generation, moved from 2 to 4 CPU cores hence “100% better compared to previous generation” – Oticon Opn has 11 CPU’s
- Core audiology: They claim wider bandwidth (9.5kHz) and larger dynamic range – only approaching what Opn has offered since 2016
- ”Unprecedented Layers of Sound”: Marketing terminology, nothing new on audiology, same principles as for many years (directionality, etc.)
- Rechargeability: LiNX Quattro’s benefit of 30 hours battery life – benefit seems limited - too much for 1 day, but not enough for 2 days.
- Connectivity: Like GN, Oticon work with Google on giving inputs to the ASHA (American Speech-Language-Hearing Association) protocol for connectivity to Android. The standard will be available to all HA manufacturers.

ReSound summary

OLD WORLD

No audiological updates

Platform specifications are catch ups

No evidence papers

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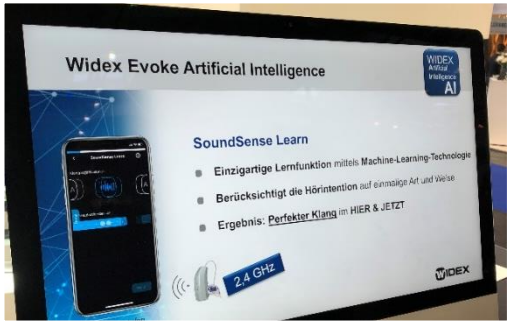
WIDEX®

HIGH DEFINITION HEARING

Widex Evoke

Artificial Intelligence / Machine learning

- No news in audiology
- SoundSense Learn: Real-time machine learning, A/B testing in real settings
- Contains up to 30 customized programs and can Geo-tag locations
- When asked Widex say 83% of Evoke users uses the app
- Launch of new TV connector



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Starkey®
Hearing Technologies

Starkey Livio

First-ever hearing aid to feature integrated sensors and artificial intelligence

- Audiology remains on the same “old world” level
- Thrive™ app: Track body health (steps) and brain health (HA use)
- Language translation: Translates voice directly in hearing aid (using 3rd party integration)
- Fall alert: Fall detector sensor sends text message in case of falling

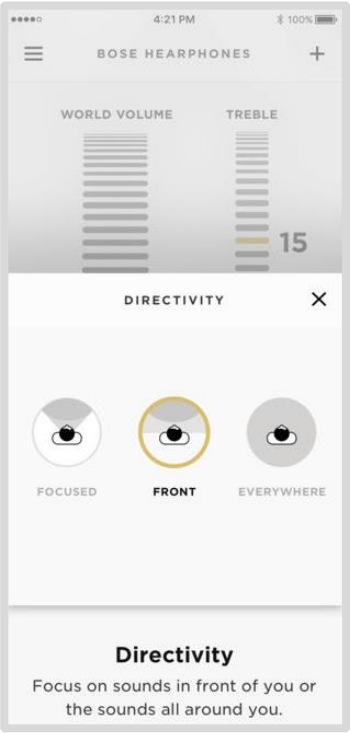
BOSE®

Better sound through research®

Bose - Hearphones

OTC: Live listening made better

- Dampening the noise around you
- Amplify the voice of a soft-spoken friend in a loud restaurant
- Hearphones allow you to customize the sound around you for the best experience



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Update on rechargeable offerings

Phonak

Audéo, Belong and Marvel Rechargeable

- Lithium-ion 13 batteries for longer battery life
- Quite big instruments
- 2 chargers – one default, one optional
- No 2.4 GHz for programming
- Old world audiology

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Resound

LINX Quattro Rechargeable

- Lithium-ion 13 batteries for longer battery life
- Quite big instruments
- Compact charger – a portable case
- Old world audiology

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Signia

Pure Charge&Go rechargeable

- Lithium-ion 312+ batteries
- Quite big instruments
- Awkward charger design
- Old world audiology

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Signia

Styletto - Goes the fashion way

- Very slim design – and feminine
- Compact charger – a portable case
- No 2.4 GHz for programming or connectivity
- Covers mild to moderate hearing loss
- Old world audiology

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Thank you