Competitive Power Landscape

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Oticon Export

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A powerful portfolio

Oticon Opn S™/Opn Play™ and Oticon Xceed/Xceed Play

Oticon Xceed Competitive Advantage

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Key insights on severe-to-profound hearing loss

We understand the needs of Power users :

- Maximize audibility
- No feedback
- Help in challenging listening situations
- Easy connections to external sound sources
- Outstanding instrument reliability

The new families: Industry leading output and gain

Oticon Xceed 1, 2, 3

Oticon Xceed Play 1, 2

BTE UP: 146 dB SPL MPO and **87** dB full-on gain

BTE SP: 143 dB SPL MPO and **83** dB full-on gain

Extreme processing power and speed!

OpenSound Navigator™

OpenSound Optimizer™

Open sound experience for power users

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TV
Oticon ON App
ConnectClip
Music
Computer
Landline phone
IFTTT
Internet connectivity
Remote Control
An extensive range of connectivity

Phonak Naida B

Phonak Naida

Updated version every 2-3 years

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Current leading SP/UP player

PHONAK

Naída™ B

- First Naida in 2008, but re-done on each new platform
- Recent launch was Naida B in 2018, based on the Belong platform
- The 5th generation of “the world’s most trusted power hearing aid”
- Expect an eventual update to the Marvel platform

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Main Communication points

PHONAK

Naída™ B

- SoundRecover 2
- Binaural VoiceStream Technology™ (i.e., beamforming)
- Rechargeable RIC
- Compatible accessories: Roger™

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Main Communication points

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Dedicated power hearing technology

Naída™ B

Adaptive Phonak Digital Contrast

More fitting flexibility

SoundRecover2

More audibility of high-frequency sounds[1]

Rechargeable

Phonak Naída B-R RIC provides 24 hours* of hearing with one simple charge.

* Expected results when fully charged, and up to 80 minutes wireless streaming time. Please refer to www.phonakpro.com/evidence

Binaural VoiceStream Technology™

Excellent speech understanding[2]

Roger™ technology

Enhanced hearing performance in noise nearby and over distance when combined with Roger microphone technology.

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Opn S miniRITE R:

100 rcvr: 132/66, 100-8500 BW

105 rcvr 135/72, 100-7500 BW

Naída B-R RIC

Receiver-in-Canal

132/65; 100-5600

- Mild to severe hearing loss
- Battery: Built-in rechargeable lithium-ion

Naída B-SP

Behind-the-Ear

143/83; 100-5100

- Moderate to profound hearing loss
- Battery: 13 zinc-air

Naída B-UP

Behind-the-Ear

145/85; 100-5100

- Severe to profound hearing loss
- Battery: 675 zinc-air

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Every dB matters – Oticon delivers more power

VS

Oticon Xceed	
MPO	146 dB SPL*
Gain	87 dB Full-on-Gain*
New world OpenSound Optimizer	

Phonak Naida B	
MPO	145 dB SPL*
Gain	85 dB Full-on-Gain*
Old world feedback management: gain reduction	

*MPO and gain data for Ear-Simulator

Oticon Xceed Proven to provide higher speech clarity with less effort*

Up to 10%
improvement in speech clarity

Up to 10%
less listening effort

Up to 15%
better short term recall

Unique to Oticon Xceed is that OSN and OSO are proven to deliver a superior listening experience as documented in the claims studies

This evidence clearly shows that Xceed is delivering on the main challenges of SP/UP users – improving access to sound through improved audibility and improved clarity of speech in noise, which in result help them function better every day.

* Ng 2019, Oticon Whitepaper

Main Communication points

- Technical specs of most manufacturers' SP/UP products look similar
- Greater competitive advantage with audiological features & benefits:
  - OpenSound Optimizer
  - OpenSound Navigator
- Contrast vs. Phonak beamforming technology - old world, limiting, tunnel
- **Cannot match the benefits of Xceed with OSN!**
- **All Naida connectivity must go thru ComPilot – no 2.4 GHz or MFI**

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Naída™ B

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Paediatrics

Sky™ B paediatric offering

- Strong player, well established
- Based on the Belong platform
- Dedicated paediatric family, including power instruments
- Strong Roger connectivity lineup

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Oticon Xceed Play versus Phonak Sky B

- Oticon offers access to 360 degree soundscape
- Audiological Paradigm is built around Open Sound Navigator™ and Open Sound Optimizer™
  - New world audiology and feedback elimination with little compromise versus old world directionality and cancellation
- Robust design with IP68 rating
- Multiple styles and colours
- Wide range of connectivity including classroom solutions
- Full paediatric portfolio with solid independent evidence

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ReSound ENZO 3D

ReSound

- Strong player in the market
- Recent launch was ENZO 3D mid 2017
- Based on the ReSound LiNX platform

“ReSound ENZO 3D is the most powerful hearing aid on the market with unmatched sound quality delivering more clarity and better speech understanding in noise”

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ReSound

2 UP, 1 SP

ReSound ENZO 3D

Three price categories (9, 7, 5)

675 based Super Power BTE

145/86

13 based High Power BTE

140/80

ReSound Magna

Two price categories (4, 2)

675 based Super Power BTE

144/86

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ReSound GN

FOR PROFESSIONALS

Hearing Aids | Online Training | Support | Technology | Tinnitus Manag

ReSound ENZO 3D

Hear every day with clarity

Smart Hearing

ReSound ENZO 3D brings Smart Hearing to people with severe-to-profound hearing loss

LEARN MORE

Personalization

Take control over your hearing experience - wherever you are - with the ReSound Smart 3D app

LEARN MORE

Connectivity

Experience our wireless accessories to understand how you can make the most out of your hearing aids

LEARN MORE

Design

Sleek design in the smallest hearing aid available to people with severe-to-profound hearing loss

LEARN MORE

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ReSound

Smart Hearing

ReSound ENZO 3D provides clarity and control for your patients with severe-to-profound hearing loss

Provide more clarity for your patients in any environment

For many people with severe-to-profound hearing loss, hearing aids aren't just about amplifying sound, they're also about providing clarity.

ReSound ENZO 3D uses our patented Binaural Directionality III technology to give users a sense of where sounds are coming from. ReSound ENZO 3D also delivers the highest amplification in the industry without feedback.

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Comparative Technical measurements

Comparing competitors

OpenSound Optimizer™ & OpenSound Navigator™ (Susanna Calloway, CAAR)

1. Match gain, match acoustics

2. Static & dynamic performance

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Competitor test: Static & Dynamic setup

Xceed, Dynamo, Phonak Naida, Resound ENZO 3D
Focusing on our 2 major strengths; OSO and OSN

- All aids programmed to SAME GAIN (using real-ear equipment)
- Modified N5 hearing loss (severe, 65-80 dB)
- HAs tested in lab for 5 sec
  - **Environment** – same for full 5 sec measurements
    - Speech in noise (speech front, noise babble to sides)
    - 70 dB SPL, 0 dB SNR
  - **Static situation** – evaluate speech in noise (ca. 2.5sec)
  - **Dynamic** (hand to ear, ca. 2.8sec) – evaluate response to potential feedback
- **Performance analyzed**
  - **Noise reduction**
  - **Feedback artefact**
  - **Speech preservation**

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The top sales arguments Oticon Xceed vs. Competition

- Oticon Xceed delivers top class **audibility – both in static and dynamic environments**
- Oticon Xceed is **superior in challenging sound environments**
- Oticon Xceed provides proven **BrainHearing benefits**
- Oticon Xceed provides **seamless, low power-consuming connectivity**

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