



Smart Hearing Alliance

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Cochlear and GN Hearing Strengthen Technology and Commercial Alliance to Develop Best-in-Class Integrated Hearing Solutions

SYDNEY, Australia and COPENHAGEN, Denmark — 8 November 2018: Cochlear Limited (ASX: COH), the global leader in implantable hearing solutions, and GN (GN.CO), the global leader in intelligent audio solutions, today signed a new agreement to significantly expand their Smart Hearing Alliance collaboration. The Smart Hearing Alliance was established in 2015 to develop the most integrated, best-in-class hearing solutions – giving hearing aid and cochlear implant recipients access to the latest in connectivity and wireless technology, and allowing bimodal recipients to achieve seamless connectivity between a cochlear implant in one ear, and a GN hearing aid in the other. The deepening of this relationship includes joint research and development, shared technology and strengthened global Smart Hearing Alliance commercial collaboration between Cochlear and GN Hearing, the hearing aid division of the GN Group.

Recognising their successful collaboration to date, Cochlear and GN Hearing are now strengthening focus on their integrated product offering and expanding their presence in the clinical hearing aid and implantable hearing solutions markets globally. The vision for this new collaboration will include a focus on fast-moving connectivity and wireless technology to allow for closer integration between Cochlear and GN Hearing technologies. The two companies will leverage research and development investment to jointly develop firmware and software technologies.

In addition to technology sharing, the two companies will strengthen the commercial collaboration and work together to enable clinicians to deliver a more seamless solution and best-in-class hearing experience to their patients.

GN Hearing CFO Marcus Desimoni and Cochlear CEO & President Dig Howitt welcomed the signing of the expanded agreement.

Mr Desimoni said: “This strengthened alliance is an important step forward for the millions of people around the world with disabling hearing loss – making the most advanced technology more accessible and simplifying the experience with more integrated solutions. GN Hearing is committed to advancing what is possible for people with hearing loss. This strategic partnership is a very smart and cost-effective way to expand the R&D capacity of both companies to reach our goals.”

Mr Howitt said: "At Cochlear, we're driven to develop hearing solutions that empower people to connect with others and live a full life. By expanding our collaboration with GN Hearing, we're able to bring the latest in connectivity and wireless technology to our implant recipients more quickly. We're also able to give bimodal recipients – those using a cochlear implant in one ear, and a hearing aid in the other – unparalleled performance and a seamless experience with both devices. As two leaders in our areas of hearing health, this collaboration demonstrates our commitment to design and bring to market the best hearing solutions available."

This collaboration aims to improve the hearing outcomes for more people with moderate to profound hearing loss. In developing more integrated bimodal hearing solutions, Cochlear and GN Hearing have focused on achieving greater connectivity for people – not only between the two companies' devices – but also with Apple and Android technology. Most recently, Cochlear and GN Hearing collaborated to bring to market the first Made for iPhone Smart Bimodal Solution, enabling recipients to synchronize streaming to both ears from a compatible iPhone, iPad or iPod touch.* The Nucleus® 7 Bimodal Solution is delivered by using a Cochlear Nucleus 7 Sound Processor in one ear, a compatible ReSound hearing aid in the other ear, and a paired iPhone or iPod touch to control functionality for both hearing devices.

The Smart Hearing Alliance delivers bimodal solutions connecting Cochlear Nucleus cochlear implants, Cochlear Baha bone conduction implants, wireless accessories, and ReSound hearing aids.

About Cochlear Limited

Cochlear is the global leader in implantable hearing solutions. The company has a global workforce of more than 3,500 people and invests more than AUD\$160 million a year in research and development. Products include hearing systems for cochlear implants, bone conduction implants and acoustic implants, which healthcare professionals use to treat a range of moderate to profound types of hearing loss.

Since 1981, Cochlear has provided more than 550,000 implantable devices, helping recipients of all ages, in more than 100 countries, to hear. www.cochlear.com

About GN

GN is a global leader in intelligent audio solutions. Founded in 1869, GN is dedicated to making life sound better and developing meaningful solutions that transform lives through the power of sound. GN has pioneered advances in communications, from the continental telegraph connections in the early 19th century to the technologically advanced headsets and hearing aids of the 21st century. GN is the only company in the world with innovative and intelligent medical, professional and consumer audio solutions, which are marketed by the Interton, ReSound, Beltone, Jabra and BlueParrott brands in 100 countries. GN employs more than 5,500 people worldwide and is listed on Nasdaq Copenhagen (GN.CO). www.gn.com

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Footnote:

* The Nucleus 7 Sound Processor is compatible with iPhone X, iPhone 8 Plus, iPhone 8, iPhone 7 Plus, iPhone 7, iPhone 6S Plus, iPhone 6S, iPhone 6 Plus, iPhone 6, iPhone SE, iPhone 5S, iPhone 5C, iPhone 5, iPad Pro (12.9-inch), iPad Pro (9.7-inch), iPad Air 2, iPad Air, iPad mini 4, iPad mini 3, iPad mini 2, iPad mini, iPad (4th generation) and iPod touch (6th generation) using iOS 10.0 or later.

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The trade name for cochlear implants manufactured by Cochlear is the Cochlear™ Nucleus® series cochlear implants. Cochlear, Hear now. And always, Nucleus, Baha, True Wireless, the elliptical logo, and marks bearing an ® or ™ are either trademarks or registered trademarks of Cochlear Limited or Cochlear Bone Anchored Solutions AB.

ReSound and Beltone are trademarks of GN Hearing A/S, part of the GN Group. GN makes life sound better through intelligent audio solutions.

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