

ASX / MEDIA RELEASE

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COCHLEAR LIMITED: SENIOR EXECUTIVE APPOINTMENTS

Cochlear Limited (ASX: COH) today announced it has strengthened its organisational capability with the appointment of key senior executives. Chief Executive Officer & President, Chris Smith said, “Over the last year we have focused our business priorities on the customer with activities aimed at strengthening our market leadership position. At the same time we are building our servicing capability to provide products, programmes and services to support the lifetime relationship we have with recipients.

“In order to best position the company to deliver on these business priorities, I am pleased to announce that over the last few months we have appointed a number of key leaders: President, Services, Stuart Sayers; Chief Medical Officer, Dr Richard Toselli; Chief Operating Officer, Dig Howitt; President, Asia Pacific, Anthony Bishop and Senior Vice President, Global Marketing, Dean Phizacklea.”

Stuart (Stu) Sayers has been appointed as Cochlear’s inaugural **President, Services**. The Services business provides after-care services for Cochlear recipients and its professional hearing health partners, generating revenue from post-implant products and other offerings.

Stu comes with a wealth of experience in establishing and building customer focused B2C and B2B service businesses, online and at scale. Most recently Stu led the Amazon subsidiary Audible in Asia Pacific. Prior to Amazon, Stu ran E*TRADE and then Yahoo!7 in Australia and New Zealand. He previously held senior roles with Procter & Gamble and McKinsey.

Dr Richard (Rich) Toselli has been appointed as Cochlear’s inaugural **Chief Medical Officer** (CMO). Rich will lead the Global Clinical, Regulatory and Health Economics teams to bring more strategic global co-ordination and integration. His focus will be on bringing stronger voice of customer to the product development process and sharpening the value proposition on our products by creating high quality clinical and health economic data.

Rich joins Cochlear from Sanofi Genzyme Biologics Division where he was Head of Global Medical Affairs for Immunology. Rich trained as a neurosurgeon and has more than 12 years of experience in R&D, Medical Affairs and Evidence Based Medicine. He previously held senior roles with Sanofi, Covidien and Johnson & Johnson.

Dig Howitt has been appointed **Chief Operating Officer** (COO). The position has been created to support the integration and alignment of Cochlear’s global activities to ensure efficiency and effectiveness are maximised as the company grows globally. Functions included in the COO remit include Global Marketing, Global IT, Global Quality, Global Supply Chain, Bone conduction and Acoustics. Dig will also retain responsibility for the China business.

Dig joined Cochlear in 2000 and has a wealth of experience across the company in roles including Senior Vice President Manufacturing and Logistics and President, Asia Pacific. Prior to joining Cochlear Dig worked for Boral Limited and Boston Consulting Group.

Anthony Bishop has been appointed **President, Asia Pacific**. Anthony is responsible for the development and execution of the strategic direction for all our operations in Australia, Asia and the South Pacific.

Anthony joined Cochlear in July 2015 as Director of Marketing and Business Development, Asia Pacific. Prior to Cochlear Anthony spent 21 years at Johnson & Johnson Medical in various roles including marketing, sales and general management and was Managing Director, Johnson & Johnson Medical, Australia / New Zealand immediately prior to joining Cochlear.

Dean Phizacklea has been appointed **Senior Vice President, Global Marketing**. Dean brings many years of commercial experience with both the medical device and pharmaceutical industries across the world, most recently as Global Vice President, Strategic Marketing for Abbott Diabetes Care based in San Francisco. Prior to this, Dean held leadership positions across Abbott Australia, New Zealand and Johannesburg as well as AstraZeneca in Japan and Sweden.

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