

Innovations in Hearing Health Delivery

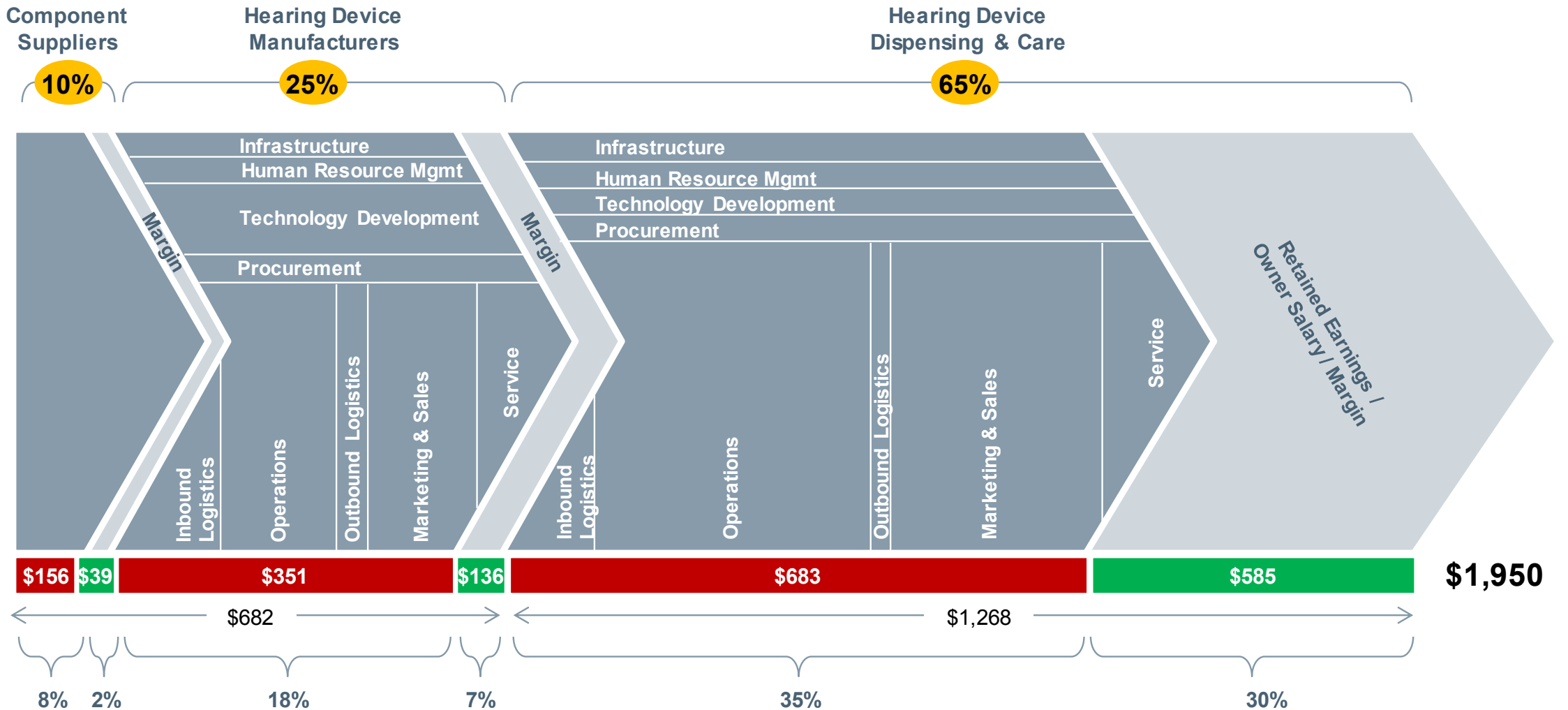
Scott Davis, M.B.A.

Chief Executive Officer

Sivantos, Inc. (formerly Siemens Hearing Instruments, Inc.)

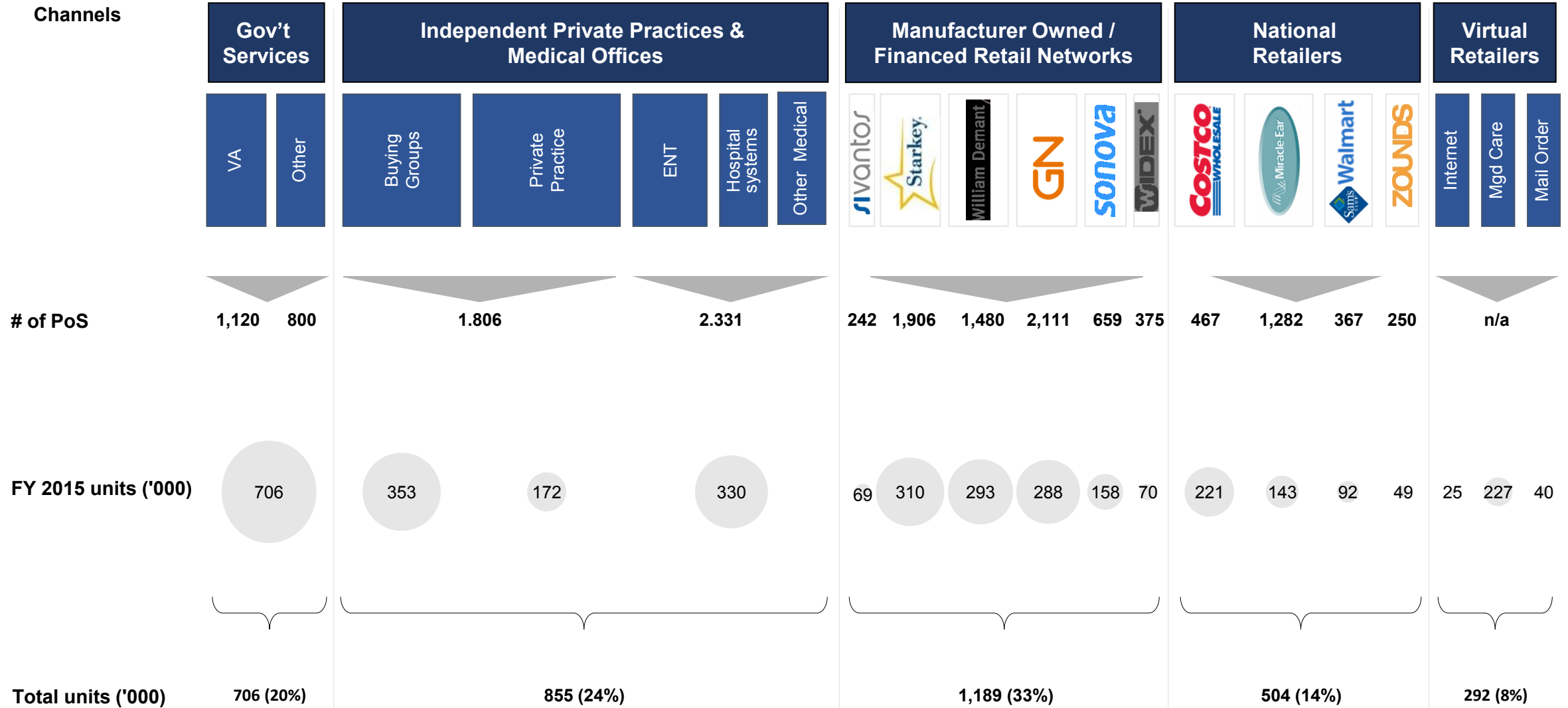
FTC Workshop “Now Hear This”

April 18, 2017

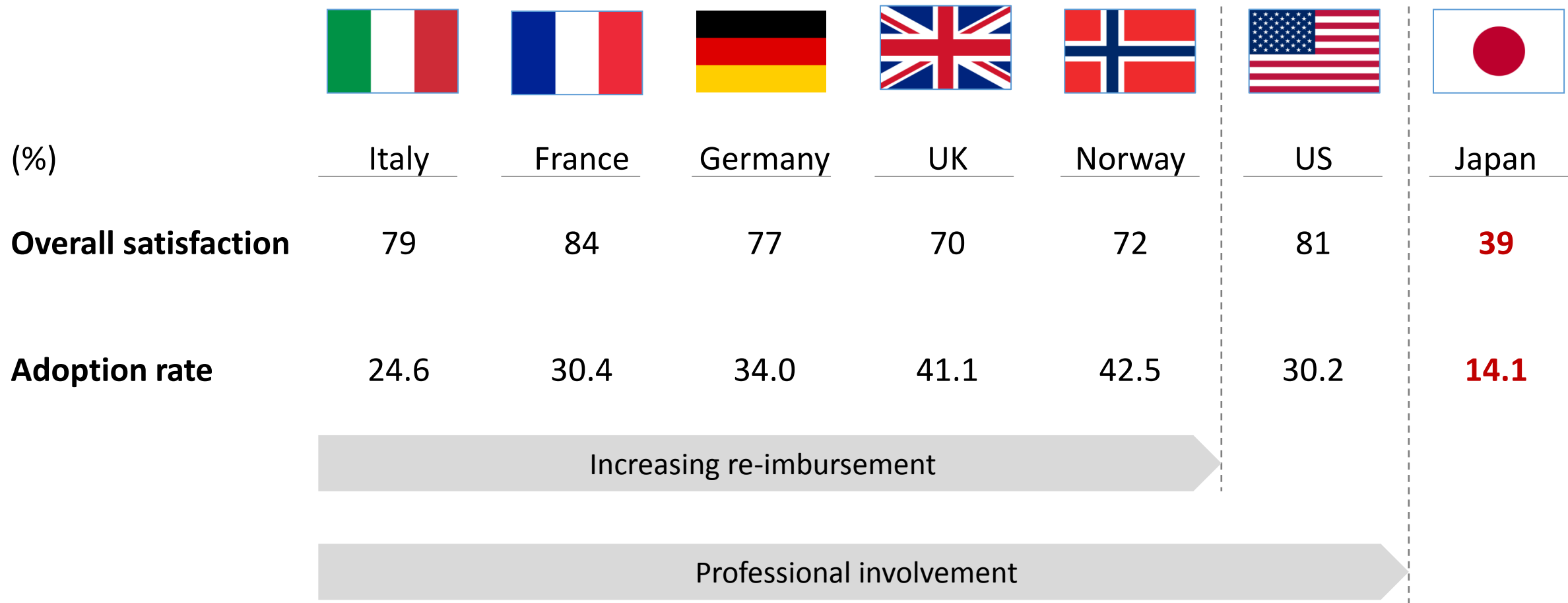


The value chain represents the value created by all the activities at each step for the realized price paid by end customer

Current US market size 3'4M units across ~15K points of sales (FY '15)



Source: Sivantos Internal Estimates; Online dispensing databases; JDVAC Presentation 2015; HIA Market Data; Costco, Amplifon, Sonova, Oticon, GNR annual reports; Industry interviews, Analyst reports
 Note: Oct 2015 – Sept 2016



Adoption Rate = Per cent of people with self-reported hearing loss who use hearing devices
 Source: EuroTrak 2012 / HIA MT9