

Sivantos announces Styletto: stylish high-tech hearing aids with portable charging

- **Styletto combines elegant design, portable rechargeability, and high-tech hearing into stylish hearwear**
- **Styletto's new form factor generates a strong and proven consumer preference**

Piscataway, NJ, August 28, 2018. Audiology technology leader Sivantos today unveiled its latest hearing solution from its Signia brand: Styletto, an exciting new hearing aid form factor that combines elegant design, convenient rechargeability, and natural hearing.

Opening new market opportunities

A Signia consumer study conducted earlier this year confirms the appealing Styletto can help hearing care professionals attract a wider range of consumers. The study shows that Styletto's iconic look is preferred by more than 8 out of 10 people compared to conventional hearing aids.¹ It also reveals that Styletto drives in-store conversion of those with hearing loss into hearing aid wearers, significantly increasing the number of people who express interest in Signia branded hearing aids by 14 percent.²

A new charging paradigm

The Styletto hearwear revolution has been made possible through Signia's unique ability to pack advanced signal processing electronics and refined rechargeable technology into a tiny, ultra-low power circuit board combined with a pin-shaped Li-ion (lithium-ion) battery instead of the industry's conventional round batteries. Thanks to

¹ Signia consumer study 2018: When presented with a choice, 84% of respondents chose an offering with Styletto from two different shop window options in which the only differentiating factor was Styletto.

² Signia consumer study 2018: Asked which hearing aids from the Signia portfolio they would chose, only 10% of respondents selected "none" with Styletto present versus 24% with Styletto absent.

these technological accomplishments, Signia has created a never-before-seen form factor: the “SLIM-RIC” (Slim Receiver-In-Canal hearing aid).

In addition to its far sleeker and distinctive look compared to traditional hearing aids, the new charging solution also caters to wearers with an active lifestyle, e.g., vacationers and business travelers. Styletto’s slim, portable charging case enables four days³ of user autonomy, free of plugs or cables, for completely convenient handling on the go.

The latest Signia Nx features

Styletto contains the latest advancements of the proven Signia Nx platform in terms of energy efficiency, rechargeable Li-ion batteries, and Own Voice Processing (OVP™) for a natural sounding own voice. The ultra HD e2e® binaural link provides clear speech understanding even in loud environments, enhanced spatial awareness, and an extended dynamic range for superior hearing.

Wearers of the exceptionally slim Styletto can express their individual style by choosing from one of three elegant color combinations: Dark Granite and Silver, Cosmic Blue and Rose Gold, or Snow White and Rose Gold.

Ignacio Martinez, CEO of Sivantos, said, “Styletto is trendsetting hearwear that combines premium technology with the most stylish design. Styletto is the future.”

Styletto is scheduled to go on sale in September 2018 in the USA, several European countries (Austria, France, Germany, Netherlands, Switzerland, United Kingdom), Japan, Australia and New Zealand, and in the rest of the world during the fourth quarter of 2018.

For more information, visit pro.signiausa.com/styletto.

About Sivantos Group

The business operations of the former Siemens AG hearing aid division have been combined into the Sivantos Group since early 2015. Sivantos can look back on almost 140 years of German engineering and countless global innovations. Today Sivantos is one of the leading hearing aid manufacturers worldwide. With its around 6,000 employees, the group

³ Based on 16 hours wearing time per day

recorded revenues of 967 million euros in the fiscal year 2016/2017 and an adj. EBITDA of 238 million euros. Sivantos' international sales organization supplies hearing care specialists and sales partners in more than 120 countries. Particularly high value is placed on product development. Sivantos aims to become the market leader in the coming years with its brands Signia, Siemens, Audio Service, Rexton, A&M, HearUSA and audibene. The owners of Sivantos are the anchor investors EQT along with the Strüngmann family as a co-investor.

Sivantos GmbH is a brand license holder of Siemens AG. More information can be found at www.sivantos.com

Press images



Wearers of the ultra-slim Styletto from the successful Signia brand can express their individual style by choosing from one of three elegant color combinations.

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The ultra-slim Styletto combines style, portable rechargeability, and high-tech hearing in trendsetting hearwear.

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Styletto hearwear caters to wearers with an active lifestyle, while matching their self-image.

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All photos are available for download at: www.sivantos.com/press

Sivantos Group

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