

Oticon champions all the work you do to advance hearing health



We're committed to helping your practice and your patients thrive through:

- Partnership
- Thought Leadership
- Products & Innovation

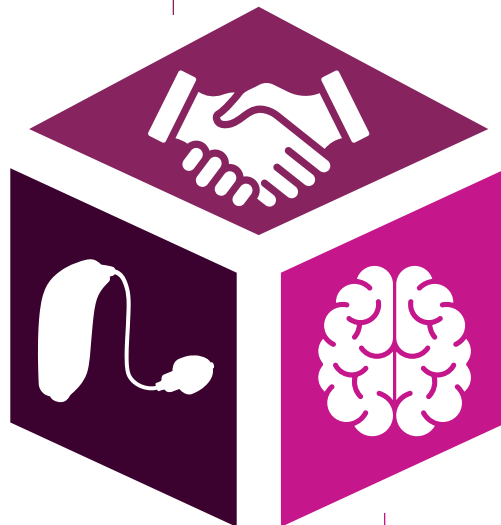
oticon
life-changing technology

We focus on the **most valuable component of hearing care, you!**

At Oticon, we believe that **Hearing Care is Health Care™**. It's not something that can simply be ordered online or delivered over the counter. Hearing care professionals are the most essential element for successful outcomes, because it's you – and only you – who possess the expertise to tailor the best possible solution for each patient. That's why we focus on pushing the boundaries of offerings in three key areas:

Products & Innovation

Leading the industry forward by breaking conventions and constantly launching life-changing products



Partnership

Dedicated to ensuring your practice and patients success

Thought Leadership

Freedom to think unlimited thoughts that drive our research and improve the future of hearing care

Our commitment is to you, your patients and the future of hearing care!

Over the past ten years, the William Demant Foundation has awarded more than 150 million USD to a variety of causes. The focus has been on projects that promote research and dissemination of knowledge in audiology.



Thought
Leadership

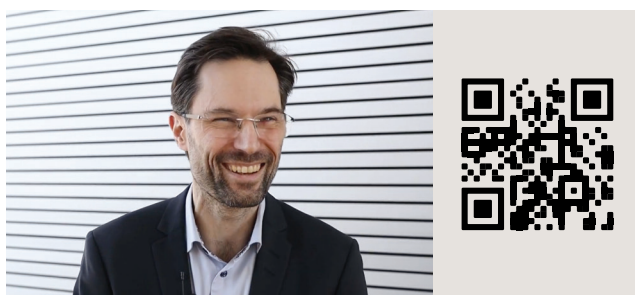


The freedom to think unlimited thoughts drives our research

Eriksholm Research Centre

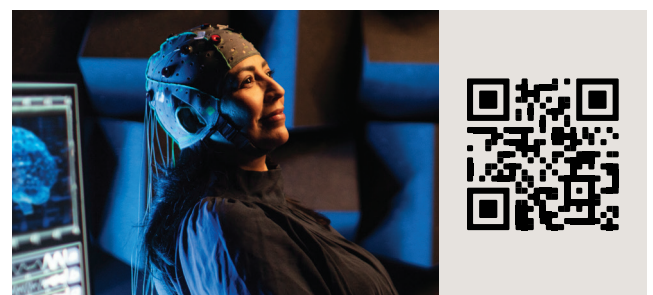
Centered around the needs and well-being of patients, the Eriksholm Research Centre (ERC) in Snekkersten, Denmark collaborates closely with leading global academic institutions. This collaborative effort is **dedicated to exploring effective ways of addressing hearing loss in the long-term, leading to remarkable audiological breakthroughs** with the potential to profoundly enhance the future of hearing care.

By seamlessly integrating Eriksholm's pioneering psychoacoustic research with our state-of-the-art engineering capabilities, Oticon consistently introduces innovative products **rooted in our BrainHearing™ Technology**. This integration not only solidifies our role as a technological leader in the field but also positions us as industry thought leaders, driving the narrative in auditory research and paving the way for future advancements.



Separate by Design

Hear about Oticon's unique BrainHearing philosophy from ERC's Senior Director, James Harte



Groundbreaking Research

Learn more about Eriksholm's current research initiatives



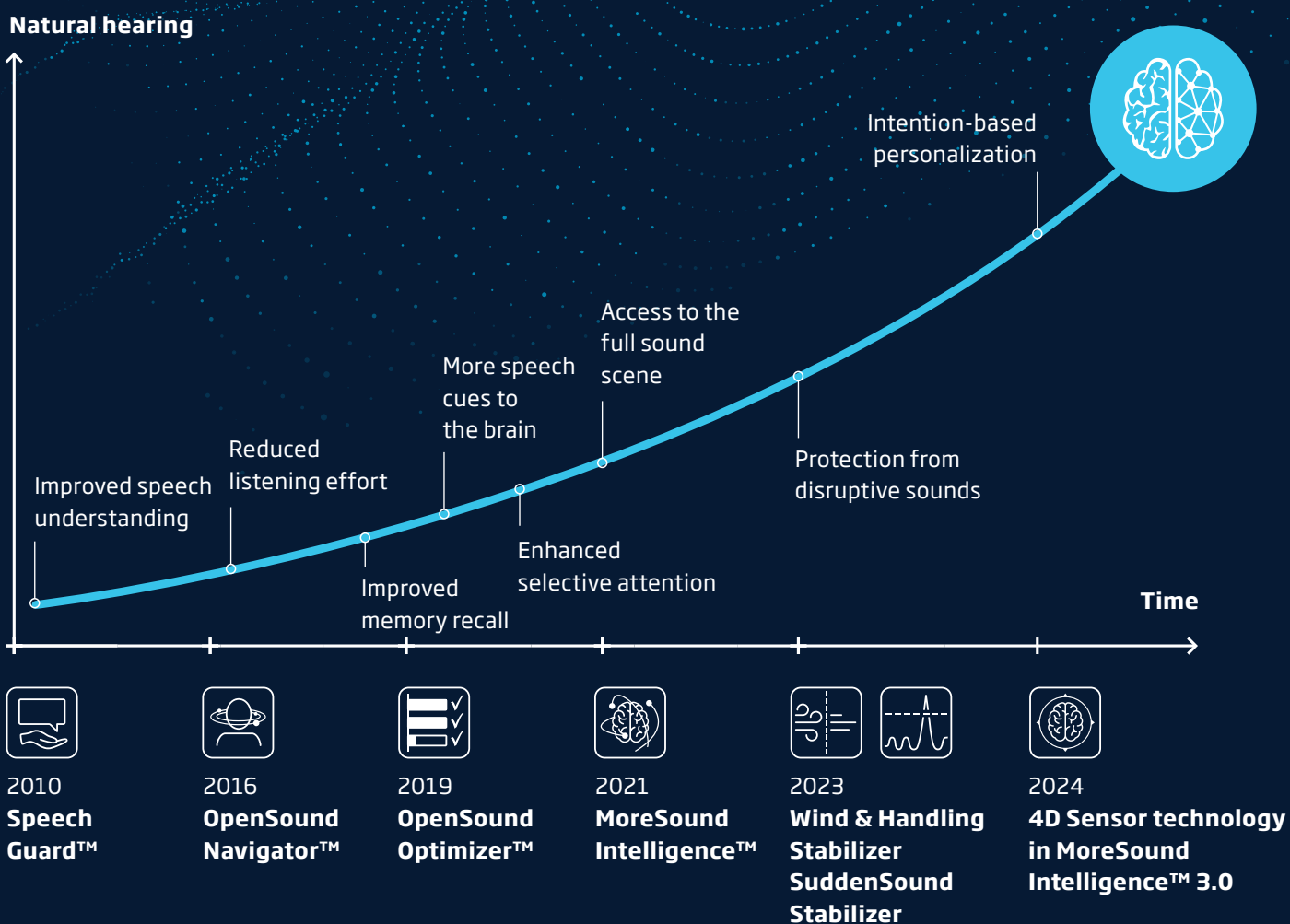
Generations ahead with BrainHearing

Our brains are the world's best sound processors. The more quality information they receive, the better they can make sense of what's happening around us, keeping us sharp and engaged.

We call this unique thinking BrainHearing. It's the foundation for the technology we've been building on for more than a decade.

Oticon's unique approach to developing hearing aids starts with the brain and understanding what it needs to make sense of sound.

BrainHearing innovations



* Higgins et al. (2023). Head movement and its relation to hearing.



Partnership

The powerful partner your business needs

You hold the key to patient success, which is why we are deeply committed to you and the needs of your business. Through strategic partnerships and custom programs, Oticon offers business, practice, and marketing assistance that creates exceptional value. All this and more is supported by a core team dedicated to helping you thrive.

Your Oticon Business Support Services



Local Marketing Support

Plan and execute your multi-channel marketing activities



Diagnostic Equipment

Improve your practice with help to meet equipment needs



Flexible Co-op Programs

Enjoy access to high-value equipment, services, and subscriptions



Education and Training

Stay up-to-date on industry knowledge and trends



Business Enhancement Support (BES+)

Join our business support program to elevate the standard of care for your patients



Business Development Services

Gain support to help grow your practice

Your Oticon Team

Account Manager

Your primary contact for product information, business solutions and account-related questions

Inside Sales Representative

Your contact for phone ordering, product overviews, promotions, and business support

Education and Training Specialist

Your knowledge expert on Oticon products, innovations, and software

Regional Audiologist

Your partner for remote Genie fitting plus product and accessory support

Consumer Marketing Consultant

Your resource for local marketing support in digital, print and brand awareness

To learn more about our Oticon Business Support Services visit [Oticon.com/professionals/partnership](https://www.oticon.com/professionals/partnership) or contact your Oticon Account Manager





Products &
Innovation

A full product portfolio built on BrainHearing™

Oticon continuously launches new products that feature cutting-edge technology and provide **life-changing solutions for all of your adult and pediatric patients** with mild-to-profound hearing loss or single-sided deafness. Our portfolio offers:

- A full range of styles including custom
- Rechargeable and non-rechargeable models
- A variety of performance levels and price points
- Direct streaming, hands-free calls* and a wide range of accessories



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Compatible with Oticon Intent™



*Hands-free communication is available with iPhone 11 or later, iPad Pro 12.9-inch (5th generation and 4th generation), iPad Pro 11-inch (3rd generation and 2nd generation), iPad Air (4th generation), and iPad mini (6th generation), with software updates iOS 15.2 and iPadOS® 15.2 or later. From macOS® 14 Sonoma, users will be able to pair Polaris™ hearing aids and onwards with select Mac devices with M1 chip and all Mac devices with M2 chip. For Intent hearing aids Android™ phones must support Bluetooth® LE Audio for hands-free communication.

To learn more about our portfolio of products visit
oticon.com/professionals/products-and-innovation
or contact your Oticon Account Manager



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