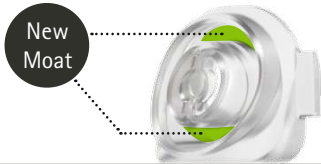
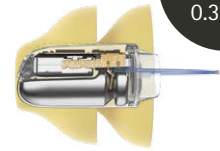


Phonak Lyric™ 4: Smoother 24/7 Customer Experience



24/7 Reliability and comfort



New mini moat design to collect debris and reduce the impact of cerumen and early clogging

Reduced medial module designed to decrease ear health issues, improve comfort¹ and fitting rate

24/7 Tinnitus relief

Reduces tinnitus annoyance faster than daily wear hearing aids²

24/7 Invisible hearing experience

A invisible solution with consistent amplification

24/7 Clear, natural sound

Lyric business impacts:



Subscription model creates more recurring revenue for you

"Daily wear spill-over" sales from Lyric contra-indications



Subscriptions are "assets" in the books and grow the value of your business



Benefits of Lyric:

- ▶ 24/7 amplification
- ▶ 100% invisible
- ▶ Clear, natural sound

¹ Standaert, L. (2020). Objective and subjective comparison: Lyric4 to Lyric3. Phonak Field Study news. publication planned October, 1st, 2020
² Power, D. (2018). Is Lyric an effective option for tinnitus? Investigating the benefits of a hearing aid that can be worn 24/7. Submitted