

Press release

Phonak: Winner at the British-Swiss Business Awards 2013

Leading hearing aid manufacturer recognised with the Company of the Year Award for its engagement in both the British and the Swiss market

Stäfa, Switzerland (November 29, 2013) – Phonak has been honored with the Company of the Year Awards 2013 at yesterday's British-Swiss Business Awards Gala Dinner in Geneva. The leading hearing systems manufacturer, headquartered in Stäfa, near Zurich, and based in Warrington, UK, has been recognized for its engagement in the British and Swiss markets, its contribution to the British-Swiss business relationship and its innovative business strategy in both markets. With its UK presence opened in 1998, Phonak has become the market leader in the UK, contributing to the quality of life of people affected by hearing loss with innovative solutions like Lyric, the contact lens for the ear, and a broad portfolio of pediatric solutions.



Pictured (From L to R): Luca Mastroberardino, Managing Director for Phonak Switzerland, Ora Bürkli, Vice President Product Marketing for Phonak, Stuart Neilson, Managing Director for Phonak UK, Maarten Barmantlo, Group Vice President Marketing for Phonak, Kathy Bühler, Product Communications Manager for Phonak.
©point-of-views.ch.

"Four organisations each received one of the prestigious trophies, including Phonak, who won the Company of the Year Award. The Head Judge of this category, Dr. Guy E. Waldvogel, Former Industrial Executive and Independent Management Consultant, noted: 'Better hearing is the broad scope of Phonak. It means improved communication, break-down of social isolation, transmission of knowledge and enjoyment of musical emotion in Britain, Switzerland and all over the world. The company deserves particular commendation for its comprehensive and human approach.'

Phonak solutions are used by millions of people around the globe on a daily basis to help them live their lives to the fullest, even in toughest listening situations. In addition to providing state-of-the-art products, Phonak is also dedicated to education and support for people with hearing loss. Platforms like Hearinglikeme.com or HearingAdvisor.co.uk offer inspirational testimonial stories, allow users to connect with peers and provide guidance on how to select the right audiologist and hearing solution.

Broad recognition for strong engagement in the British market

Since opening its offices in Warrington in 1998, Phonak has become the leader in the UK hearing aid market. “We feel very honored to receive this prestigious award for our dedication to the British and Swiss markets,” says Maarten Barmantlo, Group Vice President Marketing for Phonak. “The UK is one of our biggest markets in Europe. With our more than 190 dedicated employees, we thrive to support people with hearing loss in UK to lead an active and fulfilled life without limitations.”

Thanks to its constant growth in the British market, Phonak UK has recently moved its headquarters to a larger building in Warrington. In addition, Phonak has set up a state-of-the-art manufacturing facility for ITE (In-the-Ear) hearing instruments in the UK – the largest one in Europe.

Phonak has been a longstanding supplier to the NHS system for pediatric solutions, one of its key areas of competence. Another flagship product category in the UK market is Lyric, a unique solution that is placed deeply in the ear canal and can stay there for several months – invisibly and completely hassle-free.

About the British-Swiss Business Awards

The British-Swiss Business Awards were launched in 2011 for the first time with the aim of being the premier business award within the British-Swiss business community. The mission of the annual Business Awards is to recognise the achievements of companies who have made an outstanding contribution towards bilateral trade and investment between the UK and Switzerland. The Business Awards are organised by the British-Swiss Chamber of Commerce and sponsored by Lloyds TSB Private Banking.

More information on the Award: <http://www.britishswissbusinessawards.co.uk/>

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 60 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit www.phonak.com or contact:

Kathy Bühler
Product Communications
Phonak AG
Tel: +41 58 928 01 01
Email: kathy.buehler@phonak.com

Phonak – Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

Interact freely. Communicate with confidence. Live without limit. Life is on.