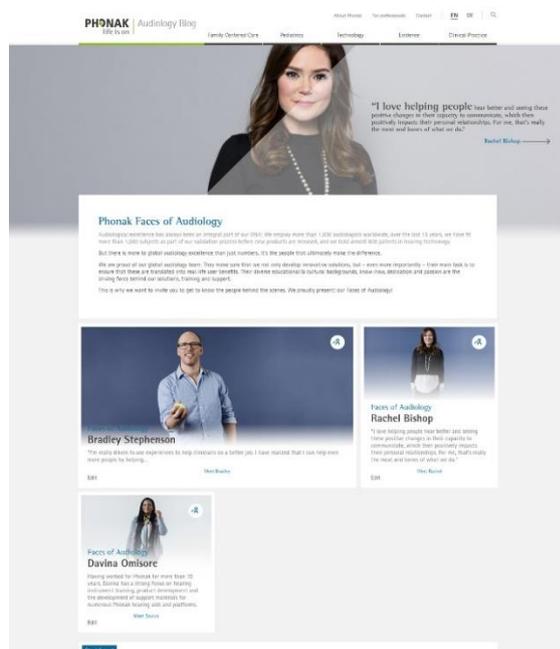


Media Release

Phonak Faces of Audiology: We proudly present...the people behind the scenes

New initiative to introduce Phonak audiologists around the globe

Stäfa (Switzerland), April 26th, 2018 – Phonak, the leading global innovator for hearing instruments and wireless communication solutions, today launches a long-term initiative – **Faces of Audiology** – on the Phonak Audiology Blog to introduce the people behind its audiological excellence. The new series is an invitation to get to know the many talented audiologists Phonak employs worldwide. A new Face of Audiology will be featured every month with video statements, photos, personal quotes and an overview of publications and blog articles.



“Audiological excellence has always been an integral part of our DNA: We currently employ more than 1,000 audiologists worldwide. Over the last 15 years, we have fit almost 2,000 subjects as part of our product validation process and we typically work on around 60 studies a year,” said Ora Buerkli, Vice President of Global Audiology at Phonak headquarters in Switzerland. “But there is so much more to our audiology excellence than just numbers. It’s the people that ultimately make the difference. This is why we have decided to launch this initiative to present the people behind our evidence-based Audiology.”

It’s all about know-how, dedication, and passion
The global audiology team makes sure that Phonak not only develops innovative solutions, but – even more importantly - ensures that these are translated into real-life user benefits.

Meet Bradley, Davina and Rachel

Among the first Faces of Audiology to be presented are Bradley Stephenson, Manager Claim Substantiation and Audiological Education, Davina Omisore, Audiology Training Manager, and Rachel Bishop, Audiology Manager for In-the-Ear products. All three work at Phonak headquarters in Switzerland, they talk about what really drives them and why they love audiology.

In a first phase, this long-term initiative features audiologists from both Phonak headquarters in Switzerland and Phonak US. Going forward, more Faces from around the globe will be added to give insights into the diverse educational and cultural backgrounds, know-how, dedication and passion of the global audiology team at Phonak.

Readers are invited to get to know the Phonak audiologists through insightful videos, photos and personal statements. In addition, a publication overview and links to their blog articles allows for a deeper dive into their respective fields of expertise.

For more information, please visit: <https://audiologyblog.phonakpro.com/faces-of-audiology>

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About Phonak

In 2017, Phonak, a member of the Sonova Group, proudly celebrated its 70th anniversary.

Headquartered near Zurich, Switzerland, Phonak was born in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading provider, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For 70 years, we've remained true to our mission, creating life-changing hearing solutions to help people thrive socially and emotionally.

Life is on.