



Media Statement

At Phonak we pride ourselves on our audiological heritage, innovative technology and strong relationship with all of our business partners. We have always been clear that the technology we manufacture is only one part of the equation. The knowledge and expertise of the hearing healthcare professionals we partner with play the pivotal role in realising the potential of hearing instruments, and improving the lives of thousands of people with hearing loss every day.

As the UK hearing healthcare market continues to evolve, alternative practices and methods of providing hearing healthcare also emerge. This is reflected in the recent introduction of online hearing stores.

We would like to reassure all our customers that we do not condone the purchase of a hearing instrument without the intervention of a hearing healthcare professional. This message has been clear on our website for many years. We have committed ourselves to highest safety standards, and we will only provide hearing instrument technology to companies who are registered with the HCPC.

We do of course appreciate the concerns of our customers and as such we will be updating our website with clear consumer guidance about the purchase of hearing instruments. For any end consumers wishing to purchase online we will reiterate the need to always have a hearing healthcare professional involved.

If you have any concerns, or would like to discuss this further, please do contact us.

About Phonak

In 2017, Phonak, a member of the Sonova group, proudly celebrates its 70th anniversary!

Headquartered near Zurich, Switzerland, Phonak was born in 1947 from a passion and dedication to take 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 changing lives and creating a world where 'Life is on' for everyone.

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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 by pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**