

Media Release

Sonova to strengthen business unit leadership on the Management Board

Stäfa (Switzerland), July 15, 2021 – Sonova Holding AG, a leading provider of hearing solutions, announces today that Robert Woolley has been appointed GVP Hearing Instruments and member of the Management Board, effective April 1, 2022. With his appointment, the Group will combine the Research & Development, Wholesale and Marketing functions of its Hearing Instruments (HI) business under one leadership. At the same time, Martin Grieder will be appointed GVP Consumer Hearing within the Management Board. This will follow the creation of the new Consumer Hearing business after the completion of the planned acquisition of the Sennheiser Consumer Division announced in May 2021.

Arnd Kaldowski, CEO of Sonova, said: "Under the functional leadership in our HI business, we have built strong and successful teams. It is now the logical next step to create a dedicated HI business management team under one leader to ensure that we continue to define and implement effective growth strategies for this important business. With his extensive leadership experience in the medical devices industry, his engineering background as well as his commercial track record, I am convinced that Rob is a great addition to the team and will be taking the HI business to the next level. Martin Grieder, who thus far successfully led our HI Marketing function and brings with him extensive consumer experience from his time at Nestlé, will be representing the Consumer Hearing business on the Management Board. By creating a dedicated position for this new business, we highlight the strategic importance of this additional growth platform for Sonova."

The current management structure remains in place until the end of the 2021/22 financial year. As of April 1, 2022, the functions of HI Wholesale, HI Marketing and Research & Development will report to Rob Woolley in the newly created position of GVP Hearing Instruments.

Rob will join Sonova from the Straumann Group, a global leader in esthetic dentistry, where he has held the position of Executive Vice President for North America and then became the Executive Vice President Western Europe, both as member of the Management Board. He has longstanding experience in leadership roles in the medical device and healthcare sector, both in the USA and Switzerland, among others at Stryker, Trivascular and Medtronic. Rob comes with a broad range of functional experiences including roles with increasing responsibility in general management, sales and marketing, product portfolio management and business development. An engineer by training with a BSc in Mechanical Engineering from Brigham Young University, Rob also holds an MBA from Harvard Business School. He is expected to join the company in the first weeks of 2022 to allow for a thorough onboarding and smooth transition of responsibilities before taking on his role on the Management Board at the start of financial year 2022/23.

Sonova's new Consumer Hearing business will be created following the completion of the planned acquisition of the Sennheiser Consumer Division and will be headed and represented in the Management Board by Martin Grieder. Martin has been with Sonova since 2014, leading the global HI Marketing function. Most recently, he has been instrumental in the successful launch of the Phonak Marvel and Phonak Paradise platforms. Over the past years, he has also championed the build-up of Sonova's own in-house efforts in the field of consumer hearing and was a driving force behind the planned acquisition of the

Sennheiser Consumer Division. In addition to his leadership roles at Sonova, Martin has – in previous career steps – held various management roles at the global Nespresso business of Nestlé.

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About Sonova

Sonova, headquartered in Stäfa, Switzerland, is a leading provider of innovative hearing care solutions. The Group operates through its core business brands Phonak, Unitron, Hansaton, Advanced Bionics and the brands of the Audiological Care business, e.g. AudioNova, Geers, Boots Hearing Care, Connect Hearing and Lapperre. Sonova offers its customers one of the most comprehensive product portfolios in the industry – from hearing instruments to cochlear implants to wireless communication solutions.

Pursuing a unique vertically integrated business strategy, the Group operates through three core businesses – Hearing Instruments, Audiological Care and Cochlear Implants – along the entire value chain of the hearing care market. The Group's sales and distribution network, the widest in the industry, comprises over 50 own wholesale companies and more than 100 independent distributors. This is complemented by Sonova's Audiological Care business, which offers professional audiological services through a network of around 3,200 locations in 20 key markets.

Founded in 1947, the Group has a workforce of over 14,000 dedicated employees and generated sales of CHF 2.6 billion in the financial year 2020/21 as well as a net profit of CHF 585 million. Across all businesses, and by supporting the Hear the World Foundation, Sonova pursues its vision of a world where everyone enjoys the delight of hearing and therefore lives a life without limitations.

For more information please visit www.sonova.com and www.hear-the-world.com.

Sonova shares (ticker symbol: SOON, Security no: 1254978, ISIN: CH0012549785) have been listed on the SIX Swiss Exchange since 1994. **The securities of Sonova have not been and will not be registered under the U.S. Securities Act of 1933, as amended (the "U.S. Securities Act"), or under the applicable securities laws of any state of the United States of America, and may not be offered or sold in the United States of America except pursuant to an exemption from the registration requirements under the U.S. Securities Act and in compliance with applicable state securities laws, or outside the United States of America to non-U.S. Persons in reliance on Regulation S under the U.S. Securities Act.**