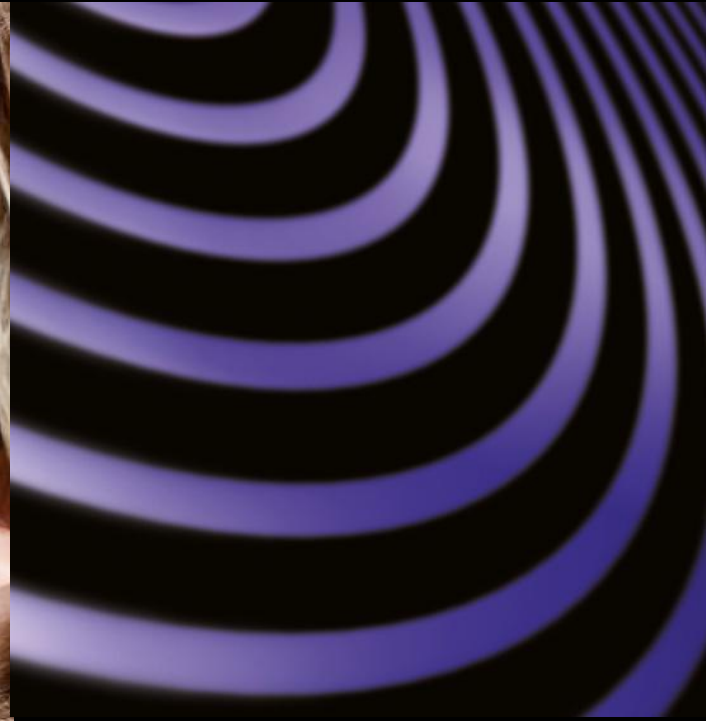


ReSound Alera™

Press and analyst meeting at EUHA 2011



Nürnberg, Oct 20th 2011



ReSound

rediscover hearing

Agenda

1. Update on ReSound Alera™ by Lars Viksmoen

- ReSound Alera™ continues to fuel growth
- ReSound Alera™ full family coverage – wave 1-3

2. ReSound Alera™ news by Morten Hansen

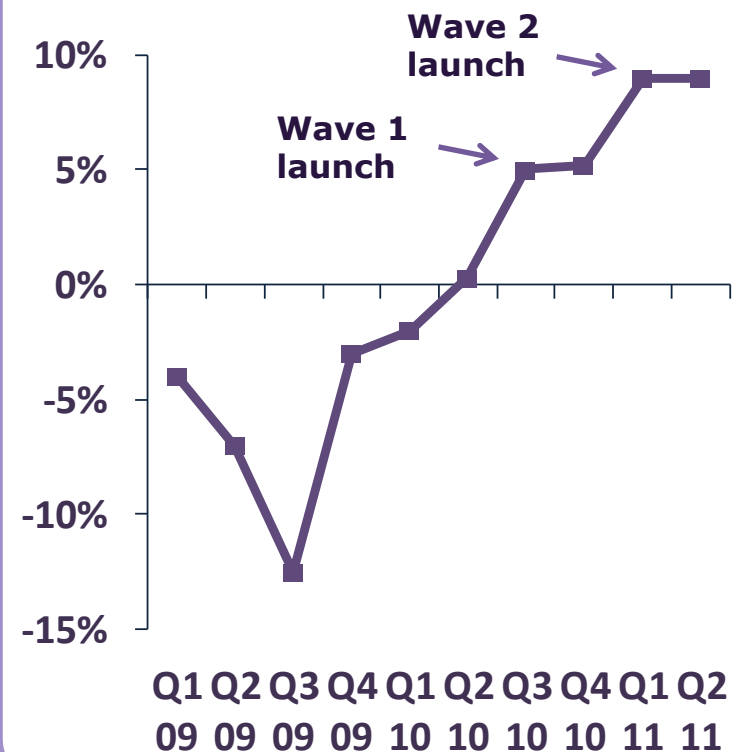
- New cosmetic full featured form factor
- Increased audiology support – ReSound Alera™ TS for tinnitus
- Better penetration with ReSound Alera™
- The power of connectivity with 2.4 GHz technology

3. Q&A

ReSound Alera™ continues to fuel growth

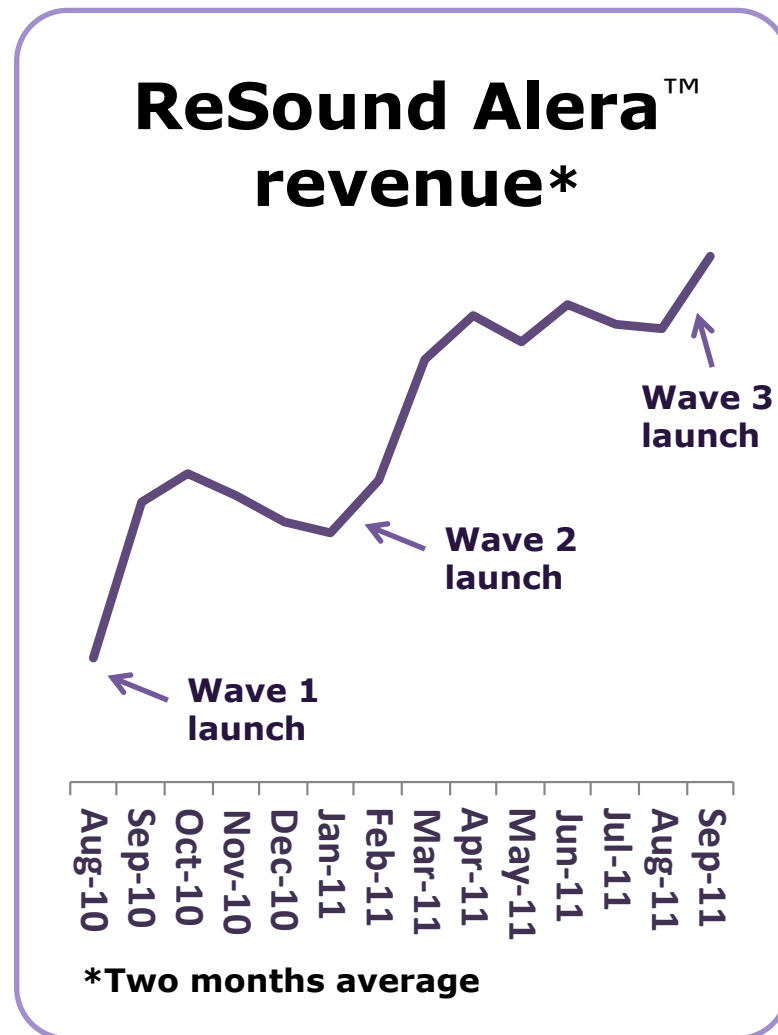
- ReSound Alera™ is key driver in securing strong revenue growth quarter after quarter
- The current launch of Wave 3 models will support the growth in the coming quarters
- Wave 3 is not the final extension of the ReSound Alera product family

GNR organic growth



Waves building up sales momentum

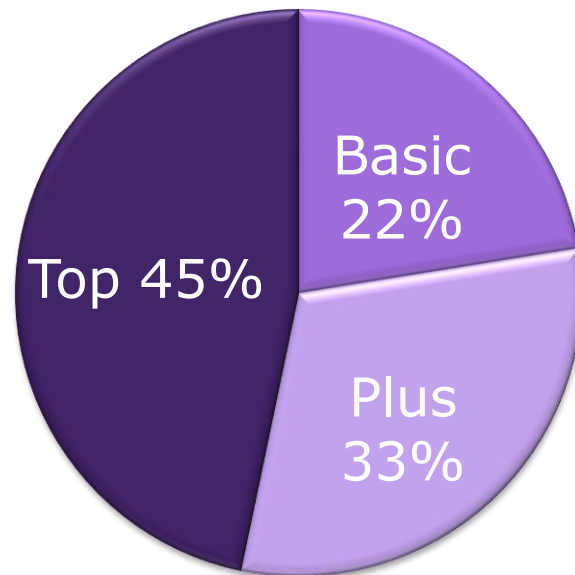
- ReSound Alera™ revenue characterized by the incremental build up of momentum as additions to the family are launched
- ReSound Alera™ Wave 3 is expected to have significant effect on revenue in second half of 2011



ReSound Alera™ continues to strengthen the Top segment position

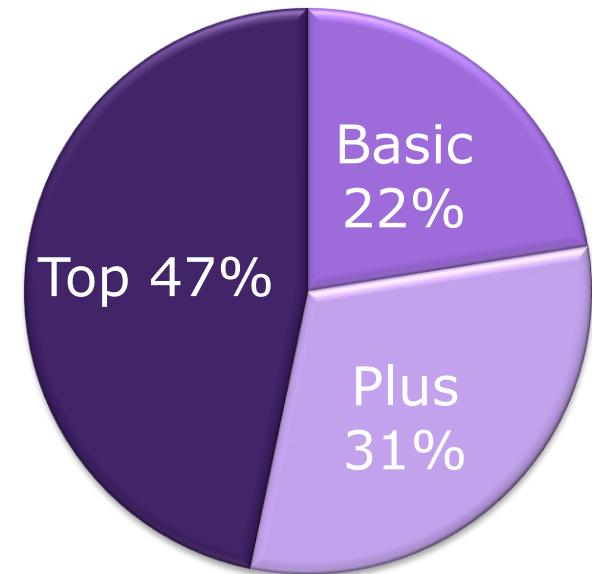
- Revenue split by price segment maintained at attractive levels

**ReSound Alera™ revenue split
Q3-2010**



■ Alera 5 ■ Alera 7 ■ Alera 9

**ReSound Alera™ revenue split
Q3-2011**



■ Alera 5 ■ Alera 7 ■ Alera 9

With the launch of Wave 3, ReSound Alera has grown into a strong full family

Wave 1

Receiver-in-the-ear



Wave 2

Fusion BTE



Wave 3

Mini BTE



Custom Remote Mic



Custom products



Accessories



Mini Microphone



Launch of Wave 3 developing according to plan

Wave 3

Mini BTE



Custom products



Mini Microphone



- Great customer reception and feedback
- Early introduction in Japan – Wave 3 has added 25% on top of existing Alera sales
- Open chip platform advantages - feature upgrade of **all** ReSound Alera products for more patient benefits
- The Unite Mini Microphone confirms the power of wireless connectivity with 2.4 GHz technology

ReSound Alera NEWS!

New form factors and features

Full featured RIE



Tinnitus



New price point



Hear the difference!

- ReSound Alera™ fits Everyone
- ReSound Alera™ sounds better
- ReSound Alera™ is straightforward
- ReSound Alera™ reaches further

New fully featured RIE further expands an already full ReSound Alera™ family

- The best of both worlds – all the features and functionality of a full size BTE in a very cosmetic attractive RIE casing
- One of the best selling models in the Live family – now improved and wireless

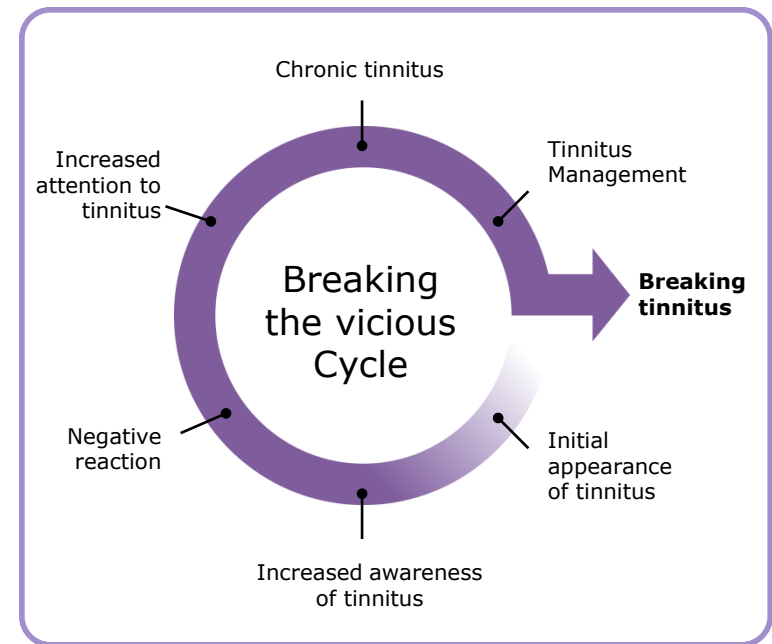
- Small and discreet
- 2.4 GHz wireless technology
- iSolate NanoTech for superior moisture protection
- Normal and high power receiver options

- All the controls from a fully featured BTE
 - Telecoil
 - Direct Audio Input
 - Volume Control
 - Push button for program change



ReSound Alera™ TS - Unique tinnitus treatment

- Based on established treatment methods and complimentary to clinical tools
- Developed and tested with international key opinion leaders
- Unique combination of excellent hearing solution and advanced tinnitus treatment functionality delivers clear patient benefits
- ReSound Alera TS expands the market reach and coverage
- ReSound is committed to delivering strong audiological solutions
- Existing success in VA will now be further strengthened



ReSound Alera™ TS – competitive advantages

- Intelligent sound generator offers unique tinnitus relief
- Patented technology automatically adjusts the level of the sound generator so it constantly adapts to the environment
- Frequency Shaping and Amplitude Modulation provides personalized fitting
- Option to stream customized therapeutical sound from MP3 via Unite Mini Microphone



Alera TS™ Fusion BTE

Alera TS™ Mini BTE

Alera TS™ RIE

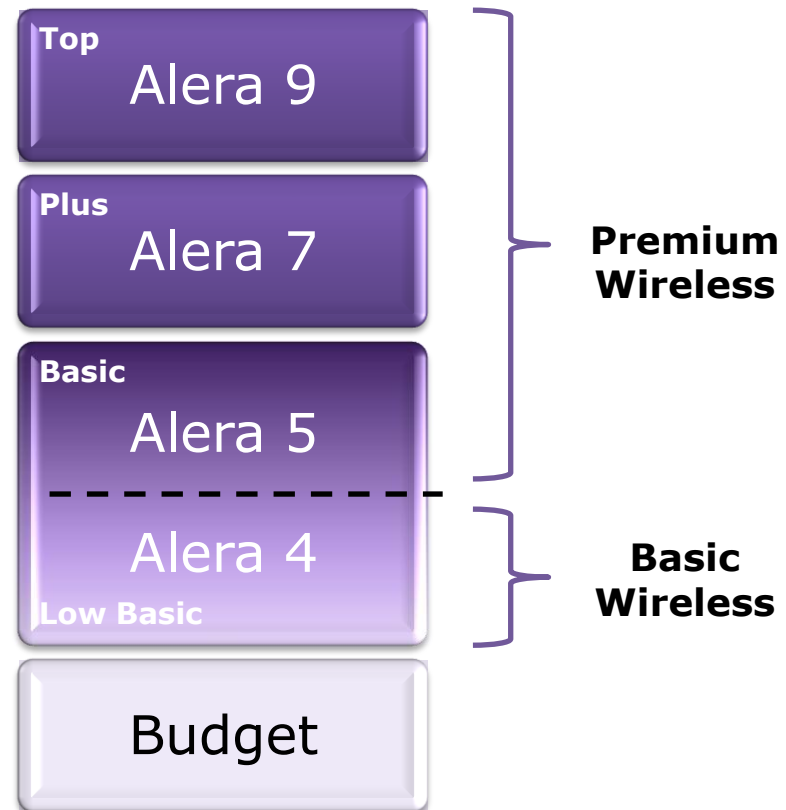
ReSound Alera™ 4 – increasing penetration

ReSound Alera™ has proven to be a very successful platform

ReSound Alera™ 4 extends the reach into the high volume segment

Very competitive offering based on:

- Surround Sound for excellent sound quality
- iSolate NanoTech for superior moisture protection
- Basic wireless functionality



Expanding the market potential for ReSound Alera™

Models

Cosmetic RIE

Fusion BTE

Custom Remote
Microphone

Mini BTE

Classic custom

Segments

ReSound Alera™ 9

ReSound Alera™ 7

ReSound Alera™ 5

NEW

ReSound Alera™ TS

Oct 1st

NEW

Full featured RIE

Nov 1st

NEW

ReSound Alera™ 4

Oct 1st

ReSound Alera™

ReSound Alera™ - industry's broadest and strongest line up

- A complete lineup for virtually every hearing loss and every preference – and then some...
- The essential foundation of good hearing and excellent sound with Surround sound by ReSound
- Breakthrough technology providing real value to users
- Unique hearing system setting new standards in wireless connectivity through 2.4 GHz technology



The power of connectivity with 2.4 GHz technology

- Addition of Unite Mini Microphone clearly demonstrates the advantages of direct streaming by providing true patient benefits
- High adoption rates on accessories confirm strength of solution
- Partnership with Cochlear – underlining technology as the future solution

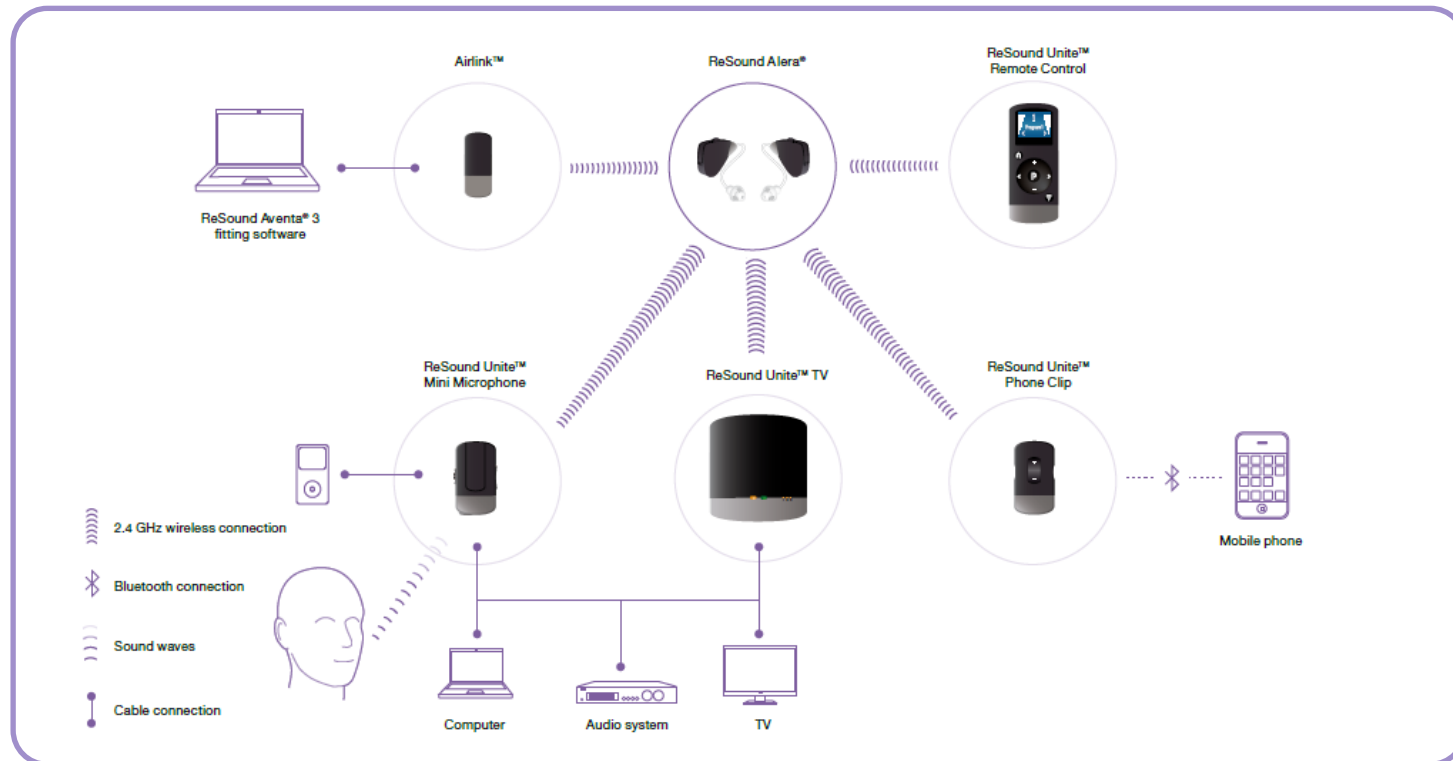
The Unite wireless accessories delivers performance and convenience

- Direct streaming without intermediate device
- No audible delay
- Superior sound quality
- Easy pairing – simple to use



The power of connectivity with 2.4 GHz technology

- ReSound now setting the standard in wireless connectivity!



- ReSound Alera™ and 2.4 GHz connectivity makes up a unique hearing system