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SoundBites

January 2019
Sivantos. The Hearing Company.



Message from Managing Director

Dear Business Partners,
Happy New Year to you all !!!

I hope you celebrated the start of 2019 in good spirit with family and friends. Now that we're a few days into the new year, it's good to look ahead and think about what this year may bring to us. But first, a quick look back.

Our relationship with our business partners is our most treasured asset and the foundation on which we have built our company.

When I look back through the year, I recall accomplishing wonderful things, whether it is 20-year celebration, inauguration of 150th BestSound center, new product launch, EUHA product launch or new management structure. One of the most coveted events of organizing Annual Customer Seminar at Baku, Azerbaijan has provided us platform one more time of bringing the Sivantos family together. I personally thank all of you by marking your presence and making the event a grand success. 2018 marked several milestone achievements and success for Sivantos, setting us firmly on the path to achieving our long-term goals.

Continuous innovation in products and services is a cornerstone of Sivantos success. After receiving

overwhelming response of Signia Nx products from all of you, we have taken the bold step of launching stylish, portable & rechargeable world's first SLIM RIC - Styletto in Indian market in the first quarter of current FY. Sivantos India has also increased the Nx product portfolio with the launch of Motion Charge&Go Nx, the incredibly versatile Nx rechargeable RIC combines all the advantages of Signia Nx with Li-ion powered wireless rechargeability and seamless Bluetooth connectivity. We will be continuously adding up our product portfolio in coming months.

The year ahead looks very promising. I thank you all for your significant support. The year ahead will bring its own challenges but I'm sure by working together, keeping focused on our priorities and putting our customers first, we can realize our ambitions.

Once again best wishes to you and your families for a glorious year 2019 from Team Sivantos.

Warm Regards,
Avinash Pawar

Technological Update

Styletto is more than just a hearing aid.

A New form factor SLIM - RIC = Slim Lithium-ion Module



- **A new charging paradigm**
Delivering an astounding 4 days of user autonomy, free from plugs or cables Convenient charging-on-the-go via our ultra slim carry-on charging case
- M Receiver (same acoustic performance as miniReceiver 2.0 M)
- Receiver lengths (same as miniReceiver length 2 and 3)
- Specially designed fixed receiver with 2-stage wax protection
- Styletto is also extremely robust with IP68

Motion Charge&Go - Simply Charge&Go

The incredibly versatile Motion Charge&Go Nx combines all the advantages of Signia Nx with Li-ion powered wireless rechargeability and seamless Bluetooth connectivity.

Ultra HD e2e and Bluetooth connectivity

Wireless rechargeable Lithium-ion power cell for durable performance even when streaming

Robust housing

With Motion Charge&Go you have discreet and convenient remote control and premium Bluetooth connectivity for audio streaming from various sources at your fingertips - all you need is a smartphone.

Replicating Nature

The new Signia Nx with OVP™ for the most natural own voice and highest acceptance.



The Own Voice Problem

Every hearing aid wearer experiences a change in the sound of their own voice. Especially first time users and wearers with a mild or moderate hearing loss struggle with this perceived occlusion effect. Any such negative perception heavily affects acceptance and often leads to the rejection of hearing aids.

Until today, this widely acknowledged problem has been considered unresolvable.

Signia Nx, the world's most advanced hearing aid platform, provides the industry's first genuine solution to the own voice problem. It delivers unsurpassed first fit acceptance by combining uncompromised audibility with a natural-sounding own voice.

Thanks to the World's First Own Voice Processing (OVP™), 3 out of 4 hearing aid wearers instantly accept the sound of their own voice.

**Ultra HD e2e & Bluetooth**

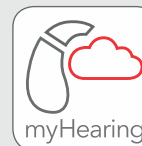
With the unique combination of the most advanced wireless systems (Ultra HD e2e and Bluetooth), we provide best hearing quality and best connectivity.

**3D Classification**

The unique system using acoustic, motion and voice detection to automatically orchestrate all hearing aid features. The unique system using acoustic, motion and voice detection to automatically orchestrate all hearing aid features.

**Connexx 8.5**

Connexx 8.5 parallel programming technology means that you can continue adjusting while the hearing aids are actively programmed in the background. Thanks to an uninterrupted, more fluent and faster fitting process, you'll have even more time for personalized customer consultations. Working seamlessly across Signia Nx, primax, binax and micon platforms, Mimic Fit™ for example transfers the fine tuning settings from a wearer's former hearing aids to the new ones, so you don't have to start at the beginning every time.

**TeleCare 3.0**

With the new TeleCare 3.0, all tuning options, which are available in our programming software Connexx, can be used remotely and in real-time.

**HD Spatial**

Best spatial awareness by providing the natural way we localize sound in all listening situations, even the very noisy ones. Extended Dynamic Range. High-quality and crystal clear sound in all listening environments.

Advanced Feedback Canceller Highest feedback stability without artifacts maintaining optimal signal fidelity.

**myControl App 2.0**

Wireless integration for full remote hearing aid programming, monitoring and personalization - "made for all smartphones"

Battery Free Hearing Aids

No more batteries for your hearing aids It is dream come true



Dr. Prabha Unadkat
Quality Hearing Care

The first time users of the hearing aids several times asked us questions how do we charge the hearing aids. And we observed disappointment when the answer was, "you need to change batteries."

Rechargeable technology has become part of everyday life in most of electronic

devices unfortunately it took time for it to be used for hearing aids due to several limitations.

Introduction of lithium-ion rechargeable batteries made not only made life of hearing aid users hassle free but it also

- Reduced difficulties faced by elderly users in changing batteries due to dexterity and visual problems and reducing concern of the care givers
- Reduced repairs of battery compartment breaking due to no battery compartment opening and protection from humidity
- Extended battery life of more than 24 and short quick charging reducing stress of busy executives about possibility of getting batteries over at critical time particularly with need to use audio streaming
- Reduced visits to clinics to buy batteries.
- Saving environment from dumping disposable batteries. with increasing use of hearing aids.

Pure Charge&Go Nx - A Notch Above (Rechargeable Bluetooth® Hearing Aids)



Mr. Ashish Mehta

An honest review by Amplyclear Hearing & Speech Clinic, New Delhi

We had the privilege to work with the new Pure Charge&Go Nx platform thanks to our customers. We received extensive feedback from them. The following reviews are a result of all the feedback and our experience with the product.

"Lithium-ion Inductive Rechargeability."

First, I'll start off with the feature that figures prominently into the name of these aids 'charge.' I can give no higher compliment than "it just works." Just by putting the aids into the inductive charger and they automatically turn off and begin charging. Even if you do run the lithium-ion battery low, 30 minutes of charging provides 6 hours of runtime.

This specific feature of Pure Charge&Go Nx has been a boon for people with vision or manual dexterity problems, especially with the inductive charging feature. You don't need to line up your aids with any contact points, just drop them into the charger and charging begins.

The feature that Pure Charge&Go Nx hearing aids switch back on automatically when removed from the charger makes life easier for our senior patients, giving them the confidence to manage their hearing aids on their own, a big motivation.

Physical Features

The Charge&Go Nx are noticeably bigger than my normal hearing aids, a little thicker and a fraction of an inch longer. At times people do tend to observe this, but the advantages of Rechargeability and connection with Phone weighed heavily in favour of product.

The availability of single multi-function button can be programmed as per patients requirement at the very least it works for on-off function. This was appreciated by our patients, given the ease of use and making it easier for them to manage their hearing aids.

In summary, The Signia Pure Charge&Go Nx has demonstrated real strength and ingenuity ahead of it's time.

Best Practices and Customer Delight



Mr. Dharminder Singh
Vir International

At our center Vir International, we follow best practices to first make the customer comfortable and to prepare him/her for an audiogram and then understanding his problem and offer him a Hearing Aid solution.

Normally a customer is seldom interested to wear a hearing aid and normally the family/friends convince him to try a hearing aid or go for audiometry test after which they also play an important role in deciding on the hearing aid so we do involve them when a customer is unable to decide on the hearing aid.

We offer him all the various solutions and try various models at different price point and various shapes/type models.

We do insure that we tell them that hearing aid will help him lead a better and normal life and will benefit him/her in the long run but it is artificial hearing which cannot be compared to normal hearing and it takes time to get adjusted to the sound and that they should wear it 1-2 weeks and come back for a re-tuning if required.

We also tell them after the sale the benefits of keeping the hearing aid clean or away from water, dehumidifier, battery etc., and explain to them to come to us any advice/fine-tuning changing filter in case the customer is unable to do so.

This way we keep in touch with the customer or also make sure that the hearing aid is clean/if it requires any re-tuning etc.

Creating Goals Achieving Milestones

HEARING HOPE



1st BSC
in a
100 Bed
Hospital



165
BSC's



20 Years Celebration at Baku



20 Years Celebration at Baku



Employee Corner - 20 Years of Experience



Prasanth C
Head of Logistics

Hello...

Let me first thank the old management team and new management team for providing me an opportunity to work in this great organization which is always filled with a team of energetic, enthusiastic, cheerful colleagues all-round you, also I personally feel that this is "The Best" place to work.

Now, let me introduce myself, this is Prasanth Cherukat, working as Head of Logistics in Bangalore. This is my 21st year in this esteemed organization. I had joined this organization as Commercial Officer on 1st June 1998 in Bangalore, this was known as Siemens Hearing Instruments when I had joined and that was the first time I had received an offer letter on SIEMENS letter head which also made me very proud and also happy as I was given an opportunity to work in an MNC. I still remember the first day of work in this organization, as this was a newly opened office, everything was new, at that moment we were only 6 of us in the entire Bangalore office.

We got introduced among our self those were Mr. S.K Sharma our (M.D) then it was Mr. Vijayan Warrior our commercial manager, Mr. Sunil -who was the sales executive then Mr. Lokesh, Mr. Rajshaker & Mr. Aloysius. This was the only team we had, of course we had the sales staff, lab staffs and commercial staffs in Mumbai and all the Metro City.

For a couple of days, we did not have any chair to sit, since there was a pantry, we use the pantry chairs to sit on, we did not even have Computers and Printer to work with, we used to use our personal hand book or even personal Diary to note down things.

I still remember that all the expenses which had incurred in our office like Tea, Coffee and Lunch was all noted down in Mr. Warriors Diary. We had all the Lab, Stores and Finance was all in one small office space.

Then after a couple of weeks we got our Desktops to work on and after this we were given work responsibility. I was given the responsibility of Stores/Logistics activity. At first, I was not even knowing what a Hearing Aid was and how it looks. During this period, we had received some Hearing Aids, Accessories and Faceplates from Mumbai for sales, that was the first time we saw how a hearing aid looks. Still I was not aware what a Pocket Aid, BTE, Faceplate and what were the accessories. We did not even have storage or a Store to store the items. We had to use all the small storage units which was available in the office.

The initial orders were all received only on Phones and Fax. These orders looked very complicated. With different center names with different locations to dispatch. We did not have any system and printers and also no software to capture this information, hence all these were noted on books.

Then all the address was hand written on the dispatch envelopes and then handed to courier for dispatch. To pack these orders, we did not have packing station, so we had to use our desk or the Sales Executives desk for packing. Later after a couple of months I was sent to Mumbai for training on products, invoicing, packing and dispatching.

Within a few months we got in new system New software was developed for Invoicing and Finance, then the whole lab was setup for making Moulds, Custom product and more colleagues joined in for all other activities, but still we were less than 10 employees in our Bangalore office. We still remember that initially we used to sell less than 500 units per month. During this period, I still remember our Ex CEO say "Enjoy your free time now, but remember that later years you will not get any time to relax". Which turned out to be true, and then within 6 to 8 months we never realized when we used to travel back home. This was with the introductions of a new software we had to physically enter all the historical data and then had to get the system up-to-date. There were times we used to work in office 11:30pm- 12:00pm and then the very next day we used to be on time @8:30am back in office. This way we had worked for almost 3-4 months.

During this period I used to handle various functions like the handling customer calls, receiving couriers, repair entry, receiving orders, creating invoicing, packing and dispatching, as years passed we got new employees for all functions and then we got new office space we got a new store and lab setup, and later at all the metro city we had setup a fully functional lab and stores. We had our lab's and store's in Delhi, Chennai, Hyderabad.

I also had an opportunity to visit our Head office in Singapore and also to see the facility, process involved in various functions. This helped us in implementing certain changes in our stores and certain process.

Then we had another major change which was change in the names that was from Siemens to Sivantos and a new brand emerged – Signia.

I was also given an opportunity to travel abroad to attend Annual Customer Meet which were held in

Dubai and in Thailand, for which I'm very thank full to the management team for providing the opportunity.

Currently we have a full-fledged Operation Team with Mr. Gowrishankar heading this team.

I am very happy, enjoying my work and totally committed towards fulfilling all the responsibility which have been assigned to me.

Employee Of The Month

In recognition of outstanding performance, team spirit and dedication to work, we honour our employees:



Special Award

In recognition of the valuable contribution made towards planning and execution of a charismatic grandeur customer event at *Baku*, Azerbaijan in October 2018.



MV Gowrishankar



Vijayan Warrior



Mohan Swamy



Kishalaya Chakravarty



Rajkiran Nanjundappa



Naveen Kumar