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Smart Additions to the Oticon Portfolio

Presenter: Sarah Hunkele, AuD

Hello and thank you so much for joining me for this presentation about the newest additions to the Oticon portfolio. My name is Sarah Hunkele and I am the Senior Manager of Field Training with Oticon.

Here you can see our today's learner outcomes for this course. Now, as we move through the material together, I will ensure that we touch on each of these to provide you with the most important information so you can walk away feeling comfortable and confident with these new additions to our product portfolio.

Here are the risks and limitations that are inherent in today's course. Note that this slide will be in your course handout so you can refer to them as needed.

We know it is important to you that your patients leave with the right support and the right solution that they need for their hearing loss and their preferences. We also know it is important in this competitive landscape for you to be able to attract, to retain and to help your patients succeed with amplification.

Since 2024 we have broadened our product portfolio to support those goals with multiple product families that do utilize our AI Sound processing and offer opportunities for you to attract and retain patients with solutions that are easy to recommend and fit for optimal outcomes. Here you can see the introductions since 2024 with the Oticon intent, the Oticon Jet PX, Oticon Zeal and Oticon own Si. And today I am very excited to speak with you regarding Oticon Verit and the newest pediatric product, Oticon Play S. At Oticon, we believe that AI powered sound processing should be accessible to everyone, not just being reserved for driving innovation in the Premium category. That's why we've introduced second generation AI technology or our DNN 2.0 across a range of categories and styles including Customs and our newly established NXT in the Ear category. We're now bringing second generation AI to our non rechargeable portfolio by introducing DNN 2.0 in MiniRite and Mini BTE styles.

In fact, this is the first time a DNN 2.0 is available in a BTE 105, making it available for users that truly depend the most on their.

While many patients do enjoy the convenience of rechargeable devices, we know that you may still have a need for premium solution with a disposable battery. I am excited to talk with you about our new product family Oticon Verit.

We are expanding our portfolio with a new premium family of Zynk Air powered hearing aids called Oticon Verito. This new product family offers three familiar versatile styles with the premium features that you expect from us. I'm sure that most of you can think of that patient that you have that still prefers Zinc Air batteries. Now with Oticon Verit you have the option to give them all the modern connectivity options that they want and our second generation AI Processing, all designed to help you meet diverse patient needs and deliver a premium human hearing experience. For those who do prefer non rechargeable solutions, these products will also be easy for you to fit.

They use our Mini Fit speakers and our current earpieces that you probably already have available in your office. They are easy to fit and easy to use with an LED status light and a dual push button for control.

All three styles are available in the colors that you see here. Please note that Sky Blue is only available for the Minirite style.

Oticon Verit is powered by Sirius, our latest advanced platform that is purpose built for hearing aids. It offers a comprehensive package of features you are probably already familiar with from us and is available in four performance levels, offering varying levels of support with our brain hearing technologies.

Superior sound quality is essential to a great hearing aid experience and to achieving patient satisfaction. Oticon Veric comes with our Advanced Brain Hearing Sound Processing technologies to deliver proven benefits. Together, the three industry leading More Sound technologies process the sound scene in 360 degrees and provide your patients with access to all meaningful sounds. These technologies provide benefits in each of these three areas.

Sound clarity with Moore Sound Intelligence 3.0 Moore Sound Intelligence 3.0 delivers the full sound scene and provides clear contrast and balance for all relevant sounds. This gives a cleaner signal for the remaining part of the sound processing, including more sound amplifier 3.0 to work on, which enables improved output audibility with More Sound Amplifier 3.0. More Sound Amplifier 3.0 receives optimized sound input from More Sound Intelligence 3.0 and uses that to provide precise and balanced sound amplification within msa. Sudden Sound Stabilizer seamlessly monitors the sound environment and instantly adapts amplification to keep both soft and loud sudden sounds available, balanced and comfortable and finally, you have increased fitting freedom with More Sound Optimizer. More Sound Optimizer detects and prevents feedback proactively before it even occurs.

This aims to provide improved access to speech details with more natural sound, increased comfort and improved speech understanding even in the most challenging listening environments.

MoreSound Intelligence 3.0 provides users with the full sound scene in exceptional clarity and balance, seamlessly adapting to their specific listening needs. In any situation, users will experience more contrast between meaningful sounds and unwanted background noise, giving them better speech clarity. MSI 3.0 captures and optimizes sounds while making it easier for the brain to separate sounds and focus on what's important Oticon Verit users will benefit from our always on AI sound processing. Our second generation DNN creates contrast between the identified sounds based on its training. It then ensures an even clearer sound environment with a more natural representation of all sounds for

both easy and difficult environments.

So what does this mean for your patients? From clearly hearing the cashier state the total at the grocery store on a busy Saturday afternoon to following conversations around the dinner table, your patients can benefit from our always on AI sound processing in MSI 3.0. It helps them focus on the conversations they want to hear without being overwhelmed by background noise. Therefore, conversation feels natural and effortless.

So I want to take a moment and look at what makes DNN 2.0 even better. There are truly two main reasons that our DNN 2.0 is better and improved. First, we have a greater diversity of sound samples. After the first DNN was trained on 12 million sound scenes recorded in the real world, an even greater diversity of sound samples was used to train DNN 2.0. Most of the environments were challenging and complex, so DNN 2.0 has learned even better strategies for real world complex environments and it helps your patients even more.

By adding higher demands on the performance of DNN 2.0 in the training phase and running the performance analysis in 256 channels as compared to 24 for our first generation DNN, the output of DNN 2.0 becomes more precise. The result is a second generation DNN that produces a cleaner and more precise representation of the original sound. Better preservation for better noise suppression DNN 2.0 is better at preserving the original sound, meaning less loss of cues for both speech and noise. Now because of this, the system can suppress unwanted sounds by up to 12dB in complex environments, which is 2dB more than our first generation DNN. And it does this all while the remaining sounds are even clearer.

This results in a better signal to noise ratio, providing better clarity and a much better listening experience with less disturbance when needed for individual listeners. The the contrast is even better with the option of the 12dB noise suppression setting in Oticon Genie 2 that can be set for difficult

environments.

Oticon Verit offers a versatile family of zinc air styles that we have used in previous product families such as Oticon Real. Because these are styles we have used in other product families, getting started with this new product family should be pretty straightforward for you. I would also like to note that these styles are compatible with CROs and CROs PX to better serve patients with single sided deafness.

Now let's talk about some of the logistical items regarding Oticon Barrett. The Minirite T utilizes our Mini Fit speaker units. Many of you are probably already familiar with. Speaker levels available are 60, 85, 100 and 105. And I do want to make a special note that the Minirite T style for Oticon Verit is not compatible with the Mini Fit Detect speakers.

The fitting ranges for Oticon Verit Minirite will cover a wide range of hearing losses. This means that it's going to meet the needs of most patients who prefer a high quality zinc air solution. The frequency Response for Oticon Barrett 1 is 80 to 10,000 Hertz and 80 to 8,000 Hertz for Oticon Barrett 2, 3 and 4.

The Minirite T style uses our Mini Fit earpieces. This means for you that you won't have to learn or stock additional earpieces to fit Barrett. Having a variety of earpiece options does ensure the best possible solution for every patient.

The two fitting levels ensure that an Oticon Barrett is relevant for the majority of users in need of a BTE solution. Please note that the fitting ranges shown here are for Oticon Barrett 1. For these styles, Oticon Barrett 2, 3 and 4 once again have the same fitting ranges. However, the frequency response is 80 to 8,000 hertz.

The Mini BTE 85 and BTE 105 both use the same ear hook, which is the same ear hook that is used for Oticon Real Mini BTE and is highly transparent. However, when the ear hook is shipped with each

device there is a slight difference. The Mini BTE 85 comes with a damper placed at the tip and should not be fit without a damper. It is important that the hook not be used without a damper as this will negatively affect the acoustics and output. The BTE 105 comes without a damper and should not be fit with a damper if an incompatible ear hook is used.

It will appear that the output matches target in Oticon Genie 2, but the output will be incorrect due to the acoustics.

Both BTE styles, the 85 and 105, are compatible with the Korda Mini Fit 0.9 and 1.3 millimeter thin tube. The Korda MiniFit thin tube and compatible earpieces offer a discreet, instant fit and comfortable solution for users of the Mini BTE or BTE styles.

A wide range of customized molds are also available for the BTE styles shown here are a variety of mold styles that you might commonly request for your patients who either require or perhaps prefer a custom mold. Shown here you can see the micro mold, the canal mold, a half shell, a skeleton and full shell.

In addition to our standard mold styles, we also offer a variety of mold styles that are specifically designed to meet specific fitting needs. Perhaps if you need increased retention or if there's a fit issue due to ear anatomy, we do offer some specialty ear molds to help with the fitting.

So when you think back about Oticon Verit, what really stands out when you think about recommending Oticon Verit for a patient? First, the premium sound quality. It does have our always on AI sound processing. It features next generation connectivity options that users want today and a preference for disposable batteries. Whether it is an experienced user who perhaps has always had disposable batteries and wants to stay with them, or even a new user whose lifestyle might limit their options to have a way of consistently being able to charge their devices, Oticon Verit can meet their needs and

preferences.

For you, it will be easy to recommend and fit because of the familiar styles and technology.

So now I would like to switch gears a bit and speak with you regarding Oticon Play si. We are very excited to be introducing this new pediatric focused product family.

When considering what a hearing aid should look and sound like to enable children of all ages to participate meaningfully in their world, we drew inspiration from the World Health Organization's International Classification of Functioning, Disability and Health. The ICF suggests four key components that we can consider to enable children to participate meaningfully. First, environmental factors second, body function and structure activities and personal factors. We can apply these when talking about the varied needs that children across age groups have from a hearing aid. In short, a pediatric hearing aid must be extremely versatile to meet the wide ranging and diverse needs of all age groups.

Oticon Play SI is the only pediatric hearing aid family that that features second generation AI powered sound processing and User Intent sensors. The five main highlights of Oticon Play SI and their benefits are second generation AI powered sound Processing which works to deliver clarity, more natural sound and advanced noise suppression. Next we have our User Intent sensors that are proven to deliver seamless, individualized support to tweens and teens. Next generation connectivity for all, offering exceptional streaming experiences and discreet intuitive control options for the hearing aids. It is a perfect fit for all ears with two rechargeable styles covering a wide range of audiometric needs.

And then finally, it is built to last. Oticon play SI is IP68 rated for water and dust protection. With these powerful innovations, Oticon Play SI sets a new standard in pediatric hearing care.

Oticon Play SI offers a comprehensive package of features and is available in two performance levels, Oticon play SI1, SI1 and 2.

It is also powered by the Sirius platform with our latest generation of more sound technologies and includes our 4D sensor technology. I just want to spend a few minutes here Talking about the 4D sensor technology and children.

4D sensor technology will not be automatically enabled in Oticon Play si. So we then ask ourselves, how do you determine if a child could benefit from 4D sensor technology? We do recommend that you consider it for school aged children and up now. This is because infants and younger children are highly unlikely to consistently turn to face the person speaking to them. In addition, omnidirectional microphones are usually recommended for infants and young children to encourage incidental learning and help them to develop localization skills.

A holistic approach is recommended to determine if 4D sensor technology is needed. This is a great opportunity to further explore the listening environments and the situations that are important to the child, including their caregiver in the conversation whenever possible. If the child could benefit from having more support, then you can consider activating 4D sensor technology.

Oticon Play SI comes in two robust rechargeable styles covering a wide range of audiological needs. The Mini BTE, which is versatile yet compact, and the MiniRite, which is discreet and comfortable. Let's first go ahead and look at the Mini bte.

Oticon Play SI Mini BTE is the first of its kind, featuring two fitting levels, 85 and 105, in one single compact device. This innovative technology allows you to configure the hearing aid as either an 85 or a 105 speaker, providing flexibility in the clinic as more patients can be fit with this one device. With Oticon Play SI Mini bte, a single device can cater to a wide range of hearing needs and also ensure

continuity of care. For example, the two in one fitting level technology may be particularly beneficial for children with progressive hearing losses whose hearing loss may deteriorate over time and as their hearing changes, the same hearing aids can then be reprogrammed rather than needing a new device. Asymmetrical Losses previously, users with an asymmetry may have needed different styles of hearing aids on each ear, such as a Mini BTE on one ear and perhaps a power BTE on the other ear.

Now the same hearing aid style can be used for both ears, with one hearing aid configured to 85 and the other to 105 fitting level. A significant advantage of this is the convenience of only needing a single charger for both hearing aids and fluctuating hearing losses. For children with fluctuating hearing such as those caused by intermittent middle ear fluid, Oticon Play SI offers the flexibility to adjust amplification should hearing change temporarily.

Here are the two available fitting levels. These can easily be selected from a drop down menu and programmed in Oticon Genie 2. If the child's audiogram falls within the fitting range of the 85 fitting level, the recommendation would be to fit them with the 85 fitting level. If the child's hearing decreases significantly, the device can then be reprogrammed using the 105 fitting level to meet their needs at that time.

The Mini BTE is compatible with our Corta Mini Fit 0.9 and 1.3 millimeter thin tube solutions with our Mini Fit earpieces. Just like many of our other BTE solutions, the Korda Mini Fit Fin tube and compatible earpieces both offer a discreet, instant fit and comfortable solution for older children wanting a more discreet and comfortable device.

DSL is the preferred fitting rationale for children. Because of this, we show our fitting ranges with that fitting rationale. Here you see the Mini BTE fitting ranges for Oticon play SI1, making the mini BTE relevant for children with mild to severe hearing loss.

Here are the Mini BTE DSL fitting ranges for Oticon play SI2. Note that the frequency response for play SI2 is 80 to 8000 Hz.

When replacing an ear hook on Oticon Play SI Mini BTE, it is important to replace it with a compatible ear hook. Ensure that the ear hook you are replacing is identical with the spare part hook being used. Check that the damper is in the same place in the replacement ear hook as the original ear hook on the instrument. Now if the Oticon Play SI Mini BTE earhook is replaced with a non compatible ear hook such as that for the BTE or Power bte, the output will be lower than intended which will not be visible in the fitting software. It will appear that the fitting does meet targets set in Oticon Genie 2, but in fact it will be approximately 3dB lower.

Just like Oticon Intent. Oticon Play SI minirite uses our Mini Fit Detect speaker units with fitting levels 60, 85, 100 and 105. Note that the 105 speaker is only available with the Micro Shell Detect.

Oticon Play SI minirite utilizes our Mini Fit Detect earpiece options. Now please note that the power receiver molds are not available for Mini Fit Detect speakers. And remember, Mini Fit Detect molds must be selected on the order form when ordering Light Tip or Micromold Custom Mold Options.

These are the DSL fitting ranges for the Oticon Clay Si1 Minirite with our mini Fit Detect speaker units covering hearing losses up to 105dB HL, meaning that this style is also relevant for most users.

These are the DSL fitting ranges for Oticon Play SI2 MiniRite. As with the Mini BTE style, please note that the frequency response is 80 to 8,000 hertz.

There are two chargers for Oticon Play si the Desktop Charger and the Smart Charger. Kids can get a full day out of their hearing AIDS after only 1 hour of charging, up to 4 hours of use with just a 15 minute charge or a full 8 hours of power with just a 30 minute charge. Charging times for the Mini BTE or

Minirite may vary depending on the remaining capacity of the battery. If the hearing aid is completely drained, it will take two hours for a full charge.

Oticon Clay SI is available in 12 color options including our newest color options, Lavender and Mint green.

In addition, for the first time, ear hooks are also now available in six colors as well as transparent and can be combined with any of the Mini BTE colors. We also offer several colors for ear molds that children may enjoy now. Note for the current ear mold colors available for soft molds, please refer to the Current Ear Mold Order form, which is the Mini Right Ear Mold Order form for serious platform instruments.

I want to make a note that you can mix and match hearing aid and ear hook colors for a variety of color combinations. Therefore, if a pediatric patient wants a pink hearing aid with a blue ear hook or a blue hearing aid with a lavender ear hook, there are a variety of color combinations that your pediatric patient can choose.

So I truly hope that you are as excited as we are about the introduction of Oticon Play si. Now, for children, every moment is filled with important sounds that help them participate, spark their imagination and help them grow. That's why we are here to support their hearing journey because with the right hearing support, we can let every moment sparkle. Oticon Play SI hearing aids are built with incredible new technology that helps children with hearing loss participate and engage without limitations. Before we move on to our next topic, I do want to take a moment and just give you some further information about our pediatric program.

Within Oticon, pediatric patients are considered birth through the age of 21. They're also eligible for the perks that I'm about to discuss even if you do order other products on the Oticon portfolio. So if you

order a Verit or a Zeel for a college age student, just know that we do have a peace of Mind warranty which is a five year repair and five year replacement warranty for those patients ages 0 through the age of 21. And then we do have a pediatric care kit that is added for ages 0 to 12 years at no charge. And included in this kit are items such as a brush combination cleaning tool, a cloth, a drying cup with four drying capsules, a listening tube, a user guide and a special carrying case.

I would also like to note that within our pediatric program you can exchange a hearing aid for a different color within that five year warranty. So if you have a patient who chooses red to start with and after a year or two they don't like red anymore, they want the purple. Those color exchanges are possible through the pediatric program.

So let's take a minute to review exactly what we mean by next generation connectivity for all that now includes the new products that we have just discussed.

All the products that we have introduced since 2024 included the latest connectivity options. Your patients will want to access all these features. You do want to make sure that the devices have the most recent firmware update that is available for that specific product family. So the next generation connectivity includes items such as Hands Free Communication, audio streaming and Bluetooth LE Audio technology, Auracast Broadcast Audio and Fast Pair.

While Oticon Play SI offers a groundbreaking feature package, a user friendly remote microphone built for classrooms is also essential for children with hearing loss for them to participate on equal terms with their peers. Edumic is an adaptive, easy to use hearing solution that provides clear, reliable, direct access to the speaker's voice as a remote microphone For Oticon hearing aids, the Edgy Mic does use digital modulation and a proprietary 2.4 GHz signal to support communication access.

In addition to Edge and Mic, we offer a full package of connectivity options including our accessories and the Oticon companion app. The full connectivity package from Oticon includes the Companion app which is an all in one app solution that includes remote control function and remote fitting. The ConnectClip can be used as a remote microphone, as a remote control or to turn the hearing aids into a wireless headset. ConnectClip enables streaming from any Bluetooth device and enables comfortable hands free calls. Then we have the Edumic.

The edgemic is used as a remote microphone or to transmit audio from computers, tablets and more. The TV Adapter 3.0 you use the TV Adapter 3.0 to stream sound from the TV directly to Oticon Hearing Aids One thing that I would like to quickly Note about the TV Adapter 3.0, especially as we start to move into the era of RCAST broadcast audio, is that with the TV Adapter 3.0, your patient with hearing aids can listen to the TV at the same time as others in the same room. They also have individual volume control and they also do have the option to stream the TV individually while muting the TV for those in the surroundings. The phone adapter 2.0 can be used in conjunction with ConnectClip for someone who perhaps still has a landline phone. And then we have the remote control, which is just your basic remote control to adjust volume switch programs or even mute the hearing aids with a single touch of a button.

The BT-D 800, a USB dongle, wirelessly connects the ConnectClip to practically any computer for online meetings and calls. And then of course we have the Easy LE adapter, which is a third party product that wirelessly connects select Oticon Hearing Aids with Bluetooth LE Audio to USB C devices that do not have Bluetooth LE audio for hands free communication.

So now that we've gone over our new devices and connectivity options, I do want to cover a few important programming details in Oticon Genie 2 and the newest version that was released earlier this year, Oticon Genie 2 2026point.

Oticon variant minirite and mini bte and Oticon play si mini bte and minirite can only be programmed wirelessly using noa link wireless2 or noah link wireless. Now note that the Oticon verit bte 105 can be programmed wirelessly or hardwired. If you do want to use wired programming, we recommend that you use the hi pro 2.

In the newest version of the Genie 2 software. Both new product families will only be visible once you connect and program the devices. Now this does include each performance level for both product families. And finally, if you serve patients who need their devices to be SCIF compliant, we have now received conditional NSA approval for Oticon Barrett and and Oticon Zeal. Remember that this means that you need to disable two way hands free communication for these patients for their devices in order for it to be SCIF compliant.

Now on that topic, let's quickly review exactly where to do this in the Genie 2 software. So within the Genie 2 software you will go to the finish screen and then you want to find the accessories page and then you can toggle on or off disable two way Hands free audio option. Please note that once this is completed within the software, the patient will not have access to 2 way hands free communication and there is no way for it to be enabled without you going back into the software and visiting this screen.

So throughout the course today I do hope that you have enjoyed learning about our newest product families and I do want to just take some time to do a quick review of the products that we currently offer that support both you and your patients.

Oticon truly does offer a robust product portfolio that you can easily incorporate into your clinic depending on need preferences, age or degree of hearing loss. We have a wide variety of product families built on our brain hearing philosophy. We truly want to be your partner in providing life changing technology to your patients regardless of their age or hearing loss needs. Our entire product portfolio is built on this commitment and can meet the needs of most of your patients. Today we have

added to that commitment with Oticon Barrett and Oticon Play si.

Here you can see our portfolio at a glance. We cover essential to premium technology, all in a variety of styles. We cover a broad range of hearing losses in populations with specific needs such as children, people with single sided deafness, or people with severe to profound hearing losses. The portfolio contains devices using both disposable and rechargeable batteries so that the user can choose the power option that suits their lifestyle the best. Our connectivity solutions are supported across our portfolio, giving users convenience for adjusting and personalizing their hearing aids or connecting to their phone or watching tv.

Today you can confidently support more patients knowing our AI sound processing is available across a wide range of styles and technology levels. This allows you to meet a variety of needs while delivering the audiological benefits that you expect. Whether patients are at home, whether they're enjoying time with family and friends, or need to engage with colleagues at work, our AI sound processing is always working behind the scenes. Users don't have to think about where they are or what they're doing. The sound processing automatically adapts as listening environments and listening needs change.

Built on years of research, our AI sound processing supports how the brain makes sense of sound from our first deep neural network to today's second generation system. The result is easier communication, greater engagement and better participation in everyday life. No matter their lifestyle, their budget or their degree of hearing loss. More of your patients can experience the brain hearing benefits that make Oticon unique.

So I'd like to visit two of our products here. First, let's visit Oticon Intent. Oticon Intent was built on our AI Sound Processing foundation by responding to how the listener is engaging in the moment and that's what truly does set it apart. It is a discrete powerhouse with two styles, combining our AI sound

processing with 4D sensor technology. Now, because the sound processing adapts moment to moment, and because you can customize more Sound Intelligence 3.0 Oticon Intent delivers a more personalized listening experience for each patient.

And of course it does offer all of the modern connectivity options that your patients expect in their hearing aids that they purchase today.

Oticon Intent was the industry's first hearing aid with user intent sensors that combine four types of sensor input to understand and act on the user's listening needs. First, Oticon Atten is going to take into account conversation activity. So is there speech in the environment? Is your patient talking? Are they listening?

It's going to look at head movement. Are they moving their head from side to side as they're engaged with multiple speakers? Or are they focused on one individual speaker in an environment and it looks at body movement? So are they walking or standing still? An acoustic environment will look at the complexity of the environment to help determine the level of support that the patient needs.

You may ask yourself why is this important? It is very important because even in the same environment, people's listening needs and intentions can change. The 4D sensors allow Oticon Intent to provide seamless and personalized support based on the individual's users listening intentions. So whether they are standing still, having a focused conversation, or perhaps they're walking through the room scanning, trying to find a group to talk to, the 4D sensors will adjust based on the individualized intent.

How many of you have either heard about Zeel or even perhaps had the chance to fit Oticon Zeal? Oticon Zeal is a product that we introduced and it brings with it a whole new category to the industry which is NXT in the ear. With Zeel, we really wanted to redefine what an in the ear hearing aid can be

for users and hearing care professionals. Shown here on this slide you do see the various kind of categories within the hearing aid portfolio. In the behind the ear devices we have our rights and our BTEs.

And then of course in the in the ear categories you have your standard custom devices and then the NXT in the ear device which is Oticon Zeal.

When we think of Oticon Zeal, we really want to think about that patient who perhaps wants it all. They want all of the features and the functionalities that they expect today. They also want it in a very discrete package. Oticon Zeal changes the hearing aid offerings that you have available and thereby the conversation with the patient. Now, as a unique offering, NXT in the Ear delivers a previously unseen combination of discreet in the ear design with a complete package of features and functionalities.

We do see our Oticon AI sound processing and this will include DNN 2.0 and more Sound Intelligence 3.0. Again, we have our connectivity. Zeal does offer Bluetooth, LE Audio and therefore all of the connectivity options that you know. Rechargeability Oticon Zeal is a rechargeable device, so it does come with a compact charging unit and then of course flexible fitting with same day options. Oticon Zeal can be fit with both a mini fit dome or an ear mold should the customer or should the patient need it based on their fitting.

Now with Oticon Zeal, we also introduced a new production process that I want to quickly go through. Now Zeal does feature an encapsulated body where most of the hearing aid components are sealed into an extremely compact, durable housing. The technology itself is densely packaged into a single solid bulk and then infused with the encapsulation material. This does create a space optimized design and it protects the technology and enables the highest rating for water and dust resistance of IP68. Because there is no variation in production, we have full control over component placement.

Everything is positioned in the most optimal way for both mechanical reliability and audiological performance. With Oticon Zeal, performance is precise, it is repeatable and it is reliable. Every time on the slide you can see a photo in the callout and this is a piece of amber and encapsulated inside of it is a small plant. Now like preserving and protecting something in amber, encapsulating hearing aid components makes the hearing aid durable while minimizing the space needed between these components. The amber completely covers all surfaces of the plant.

The resin from the tree has hardened around it. There are no hollow spaces, therefore the plant is protected. The principle of encapsulation of Oticon Zeal is the same. The components are completely covered by the hardened encapsulation material and all spaces inside the device are filled and as a result the components are fixed within a specific location and protected.

Before we end our time today, I wanted to take a few minutes to talk about some simple statements that you can use with patients when you talk about our technology. We have various product families that you might choose with our always on AI sound processing and the proven benefits and sometimes it can be difficult with reference to how do we speak to patients about all of this wonderful technology and all of the features within the devices. So here are some examples that we came up with about our AI sound processing. So again, in simple language, you can let your patients know that Oticon's AI is always on. It's providing support in all listening situations.

Oticon's AI seamlessly and automatically adapts as your surroundings change, helping you to hear clearly and comfortably. Here you can talk to them also about the 4D sensors and maybe give them an example of when they're in a room with a group of friends. Each of them may be doing different things in different areas and have different listening needs. And with Oticon's AI, it does adapt automatically to the surroundings.

And Oticon's AI is available across a wide variety of style and performance levels. So you're able to find them the best option that meets their needs and their preferences.

I also wanted to review simple brain hearing statements that you can use when talking about our various product families as well as with Brain Hearing. Again, sometimes it's very difficult to know exactly how to talk to patients about this technology. And therefore here are some that we do think will work well with your patients. Some we have shared before, and some are updated wording that you might find helpful.

Brain hearing technologies work in harmony with how your brain works.

Brain hearing technologies give your brain access to the full sound environment, not just speech. Here you can focus in on the open sound scene and how it is taking into account all items within their environment, whether it be speech, whether it be noise, and then giving them the support at the level that they need, really, not just focusing in on speech and therefore closing out those environmental sounds that they may want to listen to and that they may find useful.

Brain hearing technologies makes listening easier, more natural, with less effort. Many times here you can kind of refer back to how it will simply just lessen the listening fatigue with the hearing aid. Giving them the correct amount of support based on their environment, it really does lessen the effort that they have to put forth in order to filter out and listen to those environmental sounds.

So we started our discussion with this slide and we talked about the different additions to our product portfolio that we have introduced since 2024 to support your goals. And as I noted in the beginning, our goal is to be the partner that you trust to support your goals so you can continue to do your best to provide solutions to your patients that meet their needs and preferences while helping you to attract and retain patients in today's competitive environment. Again, we talked at length about Oticon Intent.

We talked about our Morrison Intelligence 3.0 and DNN 2.0 and the value of the user intent sensors or the 4D sensors providing your patient varying levels of support based on their specific listening needs in an environment. Oticon Jet PX does have our AI sound processing and DNN 2.0 in a non premium level device.

Again because we do believe that all of these features should be accessible not just in premium technology but across our product portfolio. Oticon Own SI is a very good custom option for those who value discreetness but perhaps don't really want to rely on any type of connectivity or Bluetooth technology options. Then we have the Oticon Zeal which is a custom device or a custom category device, the next which is a unique in the ear solution, but it does also provide all of the benefits of the Oticon AI sound processing and the Bluetooth LE audio for connectivity. So again the difference between the ONSI and the Oticon Zeal is the addition of the Bluetooth LE audio in the Oticon Zeal for those patients who truly do want it all. And then today we introduced Oticon Barrett which is our non rechargeable device.

So offering your patients Oticon sound processing technology but within a device that does offer that disposable zinc air battery. And finally we are very excited to offer Oticon Play si which is our pediatric device that now does feature DNN 2.0, Intelligence 3.0 and the availability of user intent sensors when appropriate for a pediatric fitting.

So again all of this circles back to supporting your success with your patients, offering a full product portfolio that covers the needs of nearly every single patient coming through your door, whether it be a discrete option, whether it be a rechargeable option with all of the bells and whistles and also now a zinc air option for those patients who want a standard battery and perhaps their lifestyle or their area does not support a rechargeable option. So we truly do appreciate you taking time out of your busy schedule to join us today. Now we know it's not always easy to carve out time for training, but we do

hope that you enjoyed learning about the two new product families that we have introduced and that they allow you to give even more of your patients the benefits of Oticon technology.