

## Sivantos celebrates record first year and introduction of Signia hearing aid brand

- **Sivantos saw a significant increase in revenue and earnings**
- **New brand Signia to be co-branded with Siemens brand**
- **Sivantos on path to gain the industry's leading position**

Only one year after the transfer of the Siemens hearing aid business to Sivantos Group, the company celebrated a record first year in both revenue and earnings while introducing Signia, its new premium brand of hearing aids. With a strategy focused on profitable growth, Sivantos is creating a new stimulus with comprehensive initiatives to achieve the industry leading market position.

### **A record first year**

In revenue, the Sivantos Group closed fiscal year 2015 as the most successful in the company's history with an organic growth of over ten percent, outperforming the market. The business operations of the former Siemens AG hearing aid division have been incorporated into the Sivantos Group since early 2015. In the completed first fiscal year (October 1, 2014 to September 30, 2015) Sivantos achieved revenues of 835 million euros (October 1, 2013 to September 30, 2014: 693 million euros). The operating profit (EBITDA with normalization) increased significantly by 31 percent from 157 million euros to 206 million euros. Sivantos is growing faster than the competition and gaining market shares worldwide.

### **Introducing the Signia brand of hearing aids**

For a sustainable and independent future, Sivantos is introducing Signia, the company's new premium hearing aid brand. In the mid-term, Signia hearing aids will be

#### **Sivantos Group**

Corporate Media & Public Relations  
Erika Weigmann

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co-branded with Siemens as the company prepares for complete brand autonomy over the next several years. Launched as early as spring 2016, the new hearing aids will have both brand names, Signia on one side of the hearing aid and Siemens on the other.

"With the introduction of Signia we build our new brand on a solid foundation, co-branding with Siemens over the next few years, while we develop a brand that appeals to a younger target group, which will fuel our growth. We see it as a well-thought out strategy and a natural evolution" said Dr. Roger Radke, CEO of the Sivantos Group.

With Signia, Sivantos plans to accelerate efforts to grow the market by addressing a younger and broader audience with tailored communication in contemporary channels. This includes building a more emotional, agile and human brand while at the same time maintaining the Siemens values of innovation and quality. The two brands will be used in products, packaging, as well as marketing and advertising.

### **On track to becoming the industry leader**

The Sivantos Group's stated goal is to gain the leading position in the hearing aid industry. To achieve this objective and keep on the growth trajectory the company will continue to invest in its business. Sivantos announced increased spending on research and development in the current year by another 20 percent to fuel the company's high innovation power.

Furthermore, Sivantos will continue to develop its online presence to exploit the huge potential of under-served hearing impaired people. With the acquisition of audibene, the world's biggest online platform for hearing case management, Sivantos has gained a strategic advantage. Lead generation and customer conversion in the "baby boomer" segment is creating value for all distribution channels.

More information can be found at [www.sivantos.com](http://www.sivantos.com) and [www.signia-pro.com](http://www.signia-pro.com)

## **Contacts for journalists:**

Erika Weigmann

Tel.: +49 9131 308 3449; E-mail: [erika.weigmann@sivantos.com](mailto:erika.weigmann@sivantos.com)

## **Press image:**



Sivantos in Erlangen

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<https://www.sivantos.com/news/media-package/>

## **About the Sivantos Group**

The business operations of the former Siemens AG hearing aid division have been incorporated into the Sivantos Group since early 2015. Sivantos can look back proudly on more than 130 years of German engineering and countless global innovations. Today Sivantos is one of the leading hearing aid manufacturers worldwide. Thus the former Siemens hearing aid division, with more than 5,000 employees, achieved revenues of 835 million euros in the fiscal year 2014/15 and a reported EBITA (with normalization) of 206 million euros. Sivantos' global distribution supplies hearing aid specialists and sales partners in more than 120 countries. Particularly high value is placed on product development. To this end, Sivantos aims to develop into the world's leading company in the coming years with its brands Signia, Siemens, Audio Service, Rexton, A&M, HearUSA and audibene. The owners of Sivantos are the anchor investors EQT along with the Strüngmann family as a co-investor. Sivantos GmbH is a brand license holder of Siemens AG.

More information can be found at [www.sivantos.com](http://www.sivantos.com)