



September 27, 2013

ANNOUNCEMENT NO.: 48

GN acquires Danish retailer Dansk Hørecenter

Today, GN has - through its Beltone subsidiary - entered into an agreement to acquire Dansk Hørecenter, a Danish hearing-aid retailer as per October 1, 2013.

Dansk Hørecenter was founded in 1994 and has successfully grown into a leading market position in the Danish private market. Today, Dansk Hørecenter has 21 retail stores.

Beltone has been a key partner and supplier to Dansk Hørecenter since its foundation. The former owners of Dansk Hørecenter now wish to prepare their future retirement and in that connection, GN has agreed to acquire the company through its Beltone subsidiary. The former owners will continue to manage the day-to-day operations and support further development of the business.

GN's strategic direction on hearing aid retail is unchanged – GN generally does not want to own retail.

The parties have agreed not to disclose the acquisition price, and the acquisition has no impact on the financial guidance for 2013.

For further information please contact:

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