



Announcement NO. 42

July 1, 2016

Closing of acquisition of Audigy Group

On May 15, 2016, GN Hearing announced a contingent agreement to acquire Audigy Group (“Audigy”), a preeminent provider of business and performance management solutions to independent hearing care professionals and leading University programs in North America. Today, all necessary conditions, including relevant regulatory approvals, have been met and GN Hearing has completed the acquisition of Audigy.

The acquisition reflects GN Hearing’s ambition to continuously offer leading products and services to its customers while maintaining GN Hearing’s strict focus on its innovative hearing aid wholesale business, which has driven significant market share gains in recent years.

Audigy will be a separate company and subsidiary of GN Hearing’s US business entity. Our objective is to preserve and benefit from Audigy’s unique business model and strong management team.

“The acquisition of Audigy supports GN Hearing’s strong momentum by allowing GN Hearing to be an even better partner to its customers. With the acquisition, GN Hearing can offer unique business and performance management solutions to many of its customers, in addition to our continued offering of the world’s leading hearing aid technology”, said Anders Hedegaard, CEO of GN Hearing.

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