

Group Media & Investor Release

Sonova strengthens digital health portfolio with SilentCloud™ acquisition, advancing integrated hearing care

Stäfa (Switzerland), December 16, 2025 – Sonova, a leading provider of innovative hearing solutions, today announced the acquisition of SilentCloud™, a digital tinnitus management app offering evidence-based therapies through intuitive, user-friendly digital tools. The transaction addresses the needs of more than 740 million people worldwide living with tinnitus, a condition often linked to hearing loss and causing ringing or buzzing in the ears that impacts sleep, concentration, and quality of life.¹ This acquisition reinforces Sonova’s strategic commitment to deliver holistic, customer-centric hearing care – tackling the full scope of hearing health challenges.

By bringing SilentCloud’s™ development in-house, Sonova fully integrates digital tinnitus therapy into its hearing care ecosystem and plans to expand the solution to new markets. The company is also working with national healthcare authorities to explore prescription and reimbursement options, making advanced tinnitus management accessible to more people.

“Improving people’s lives has always been at the heart of our innovation”, says Oliver Lux, Group Vice President Audiological Care and designated Regional President EMEA & LATAM at Sonova. “SilentCloud’s strong engagement during the pilot phase showed real value for users and clear market potential. By internalizing the development, we can now fully integrate a digital tinnitus therapy into Sonova’s ecosystem, strengthening our position as a leader in holistic, customer-focused hearing care.”

SilentCloud™ was first introduced by Sonova in 2023 in partnership with Aureliym and quickly gained momentum in Belgium, Italy, Ireland, Luxembourg, Switzerland, and the United States. In the U.S., a dedicated version was developed with Phonak Government Services for the Department of Veterans Affairs to address the high incidence of tinnitus among veterans.

Nicholai Dessypris, President of Hearing Instruments North America and designated Regional President North America at Sonova, says: “Tinnitus affects nearly 3 million U.S. veterans, and many audiologists at the Department of Veterans Affairs (VA) already use SilentCloud to extend care beyond the clinic. By delivering structured education, sound therapy, and cognitive-behavioral tools directly to patients’ homes, SilentCloud helps improve hearing health outcomes. This acquisition strengthens our position as a trusted innovator in the U.S. market and reinforces our commitment to veterans’ care.”

The importance of tinnitus treatment

Tinnitus affects up to 15% of the global population, creating significant personal and societal impacts, including reduced productivity and increased healthcare costs.^{1,2} It can disrupt sleep, reduce concentration,

impact emotional wellbeing, and lower overall quality of life.³ Early intervention through personalized therapies is shown to alleviate symptoms for many patients and improve quality of life and daily functioning.³ SilentCloud™ provides a self-paced program combining Cognitive Behavioral Therapy (CBT), multiple forms of sound therapy, and psycho-educational tools. The app empowers users to better understand and manage their tinnitus, while supporting physicians and hearing care professionals in patient and customer care.

References:

¹ Jarach CM, Lugo A, Scala M, van den Brandt PA, Cederroth CR, Odone A, Garavello W, Schlee W, Langguth B, Gallus S. Global Prevalence and Incidence of Tinnitus: A Systematic Review and Meta-analysis. JAMA Neurol. 2022 Sep 1 ;79(9):888-900. doi: 10.1001/jamaneurol.2022.2189. Erratum in : JAMA Neurol. 2023 Feb 1 ;80(2) :216. doi: 10.1001/jamaneurol.2022.4248. PMID: 35939312; PMCID: PMC9361184.

² Trochidis I, Lugo A, Borroni E, Cederroth CR, Cima R, Kikidis D, Langguth B, Schlee W, Gallus S. Systematic Review on Healthcare and Societal Costs of Tinnitus. Int J Environ Res Public Health. 2021 Jun 26;18(13):6881. doi: 10.3390/ijerph18136881. PMID: 34206904; PMCID: PMC8297244.

³ Cima, R. F., Mazurek, B., Haider, H., Kikidis, D., Lapira, A., Noreña, A., & Hoare, D. J. (2019). A multidisciplinary European guideline for tinnitus: diagnostics, assessment, and treatment. Hno, 67(1), 10-42.

– End –

Contacts:

Investor Relations

Thomas Bernhardsgrütter +41 58 928 33 44
ir@sonova.com

Media Relations

Katarina Singer +41 58 928 28 13
mediarelations@sonova.com

About Sonova

Sonova is a global leader in innovative hearing care solutions: from personal audio devices and wireless communication systems to audiological care services, hearing aids and cochlear implants. The Group was founded in 1947 and is headquartered in Stäfa, Switzerland. Sonova operates through four businesses – Hearing Instruments, Audiological Care, Consumer Hearing and Cochlear Implants – and the core brands Phonak, Unitron, AudioNova, Sennheiser (under license) and Advanced Bionics as well as recognized regional brands. The Group's globally diversified sales and distribution channels serve an ever growing consumer base in more than 100 countries. In the 2024/25 financial year, the Group generated sales of CHF 3.9 billion, with a net profit of CHF 547 million. Around 18,000 employees are working on achieving Sonova's vision of a world where everyone enjoys the delight of hearing.

Sonova has a long-standing commitment to innovation and was ranked no. 12 among the most innovative companies in Europe in 2025 by Fortune magazine, selected from 300 companies across 21 countries and 16 industries.

For more information please visit www.sonova.com.

Disclaimer

This Media Release contains forward-looking statements, which offer no guarantee with regard to future performance. These statements are made on the basis of management's views and assumptions regarding future events and business performance at the time the statements are made. They are subject to risks and uncertainties including, but not confined to, future global economic conditions, exchange rates, legal provisions, market conditions, activities by competitors and other factors outside Sonova's control. Should one or more of these risks or uncertainties materialize or should underlying assumptions prove incorrect, actual outcomes may vary materially from those forecasted or expected. Each forward-looking statement speaks only as of the date of the particular statement, and Sonova undertakes no obligation to publicly update or revise any forward-looking statements, except as required by law.