

Group Media & Investor Release

Sonova expands AI leadership with innovations debuting at EUHA 2025

Stäfa (Switzerland), October 21, 2025 – Sonova Holding AG (SWX: SOON), takes its AI leadership in hearing care further by introducing Infinio Ultra Sphere at the International Congress of Hearing Aid Acousticians (EUHA) 2025, alongside an elevated Infinio hearing aid range. Focusing on speech clarity in noise – now with significantly extended battery life – and ease of use due to an innovative wax management system, Sonova continues to address key challenges faced by hearing aid wearers and hearing care providers alike.

Revolutionizing hearing aids with AI: dedicated chip for real-time hearing intelligence

"We have been redefining hearing technology with the industry's only purpose-built AI chip for speech enhancement in noise with the launch of Sphere Infinio last year," says Eric Bernard, CEO. "Our chip is unique because it listens like a human – that's only possible because its computing power can handle such immense complexity. Our newest innovations build on this breakthrough and show once again how we keep pushing beyond technological limits – always with the needs of our customers and consumers front and center."

Unique AI technology that mimics the brain

With more than 4.5 million neural connections, Sonova's proprietary DEEPSONIC™ chip mimics how the human brain processes auditory information. These neural connections act like virtual neurons and are trained with an unprecedented 22 million sound scenes to recognize patterns in sound – especially human speech. This performance is validated through over twenty clinical studies conducted in real-world environments and in collaboration with leading academic institutions. "Our hearing aids don't just react to sound, they are built and trained to understand it," explains Anders Rosengren, Group Vice President

Research & Development. "This is unmatched in the industry and it's what makes such exceptional speech clarity possible."

Infinio Ultra – a class of its own in performance, comfort and ease of maintenance

The new Infinio Ultra product range builds on the innovations introduced last year, bringing even more benefits to wearers and hearing care professionals alike. Containing key patented elements across the portfolio, it is another demonstration of Sonova's leadership in innovation (currently, Sonova owns more than 1,900 active granted patents and design rights). Infinio Ultra offers:

- Fast adaptability: The upgraded operating system AutoSense OS™ 7.0 is trained on 18x more environments and adapts 24% more precisely, detecting sound environments automatically.
- Simple and reliable universal connectivity: The new one-step pairing of Phonak devices to virtually any Bluetooth® device, incl. smartphones and tablets, makes the setup effortless. The system supports eight Bluetooth® devices, with two active connections at once.
- Easy use: The new, patented EasyGuard™, a break-through wax-management system, is mechanically sealed for extra protection with a membrane that is acoustically transparent, and it's simple to wipe clean. Designed so that hearing aid wearers shouldn't have to change wax filters, it means less fuss and up to 38% fewer service visits¹.
- Clear speech for longer: Infinio Ultra Sphere now provides Spheric Speech Clarity 2.0 with all-day performance on a single charge*, even for active users in demanding, noisy environments, thanks to 30% higher efficiency.

Investors and analysts will have the opportunity to learn more during a Sonova presentation at the EUHA 2025 congress on October 22, 2025; slides will be available starting at 1:30pm CEST at www.sonova.com/en/presentations. Infinio Ultra R and Infinio Ultra Sphere will be available to order by licensed hearing care professionals as of October 22, 2025.

References:

¹Based on Phonak internal data. Contact claims@sonova.com if you are interested in more information

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*up to 11hours

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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.

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