

About Cochlear™

Cochlear Limited is the global leader in hearing solutions. Established in 1981, Cochlear™ has maintained this position thanks to an unwavering commitment to providing the best possible hearing for customers through the pursuit of technology innovation, reliability, hearing performance and customer support.

Development of the cochlear implant began in 1967 when Professor Graeme Clark from the University of Melbourne commenced research into implantable hearing devices. Commercial development of the implant was made possible by collaboration between the University of Melbourne, the Australian Government and the Nucleus Group. We know it today as the Nucleus® cochlear implant.

In 2005, Cochlear acquired the Swedish company Entific Medical Systems. Through this acquisition, Cochlear expanded its hearing solutions portfolio to include the Baha® implant for conductive hearing loss and single sided deafness, as well as the Vistafix™ system for facial prosthetic retention. Baha and cochlear implant hearing products and services complement each other – providing appropriate solutions for different types of hearing loss.

Today, Cochlear is a global company of more than 1,800 employees. Over 180,000 people across more than 100 countries experience hearing now as recipients of a Cochlear product. And the industry is still in its infancy – fewer than 10% of people new to hearing loss who could benefit from Cochlear's products currently receive an implant.

Cochlear continues to be driven by technological innovation, with each generation of its products providing increased benefits for recipients and the hearing professionals caring for them. For example, the latest cochlear implant system, Nucleus Freedom™ provides the best hearing performance across a wide range of listening situations.

Cochlear is also committed to the ongoing development of new technologies to bring hearing to more people worldwide. These innovations include developing cochlear implants that combine electrical and acoustic stimulation, for people with low frequency residual hearing, and direct acoustic cochlear stimulation (DACS).

Cochlear is the industry leader, offering superior reliability and a lifetime commitment to customers. This means ongoing support and backwards compatibility so that upgrades are available to recipients of previous generation systems.

Cochlear's promise – **Hear now.** And always – embodies Cochlear's commitment to providing its recipients with the best possible hearing performance today, and for the rest of their lives.

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