



audientes

| Self-fitting Hearing Aids for the World

Steen Thygesen, CEO, Audientes A/S
June 2, 2022



Audientes has a **unique possibility** in a high growth market

Our vision is a world where everyone with mild to severe hearing loss has easy access to an affordable, quality solution



Founded
2014



Listed
2020

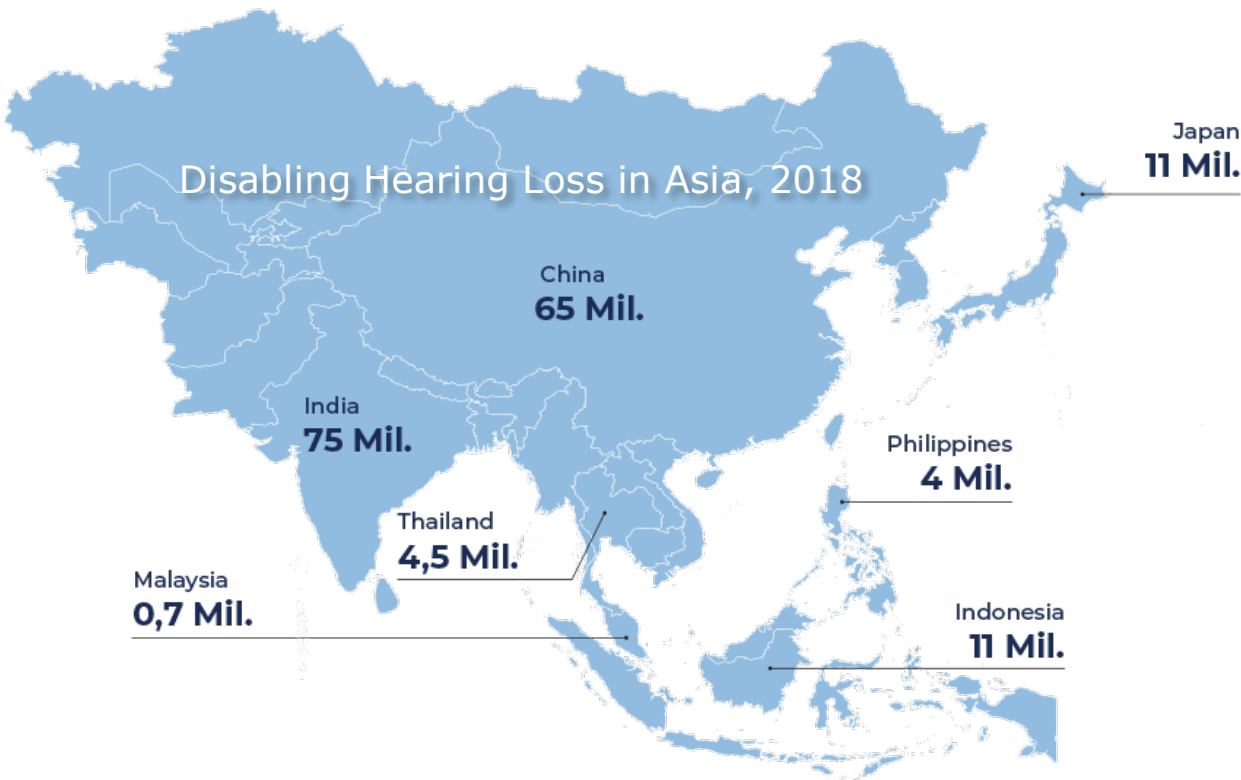


Ramp up
production
Q4 2021



Sales start
Q1 2022

Initial focus on India and rest of Asia



Overcoming hearing loss

500 million

People suffer from disabling hearing loss today

900 million

The expected number of people with disabling hearing loss by 2050

17 million

The number of hearing aids sold annually around the globe

Factors to consider



High cost of acquisition



Shortage of audiologists



Costly & difficult fitting process



High cost of ownership



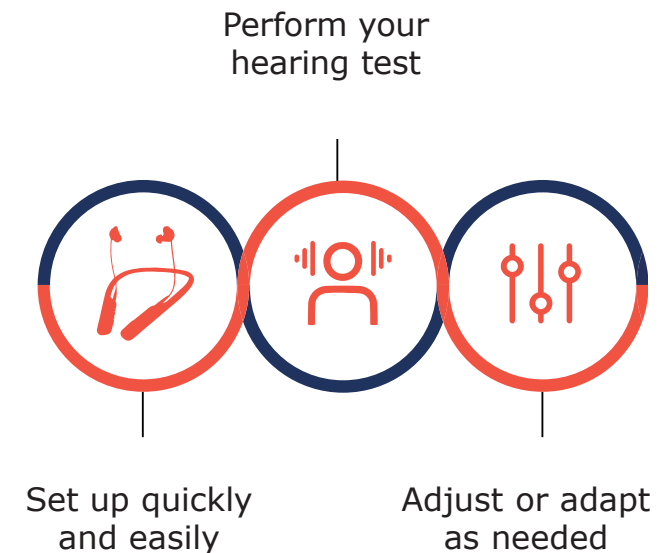
Cheap sound amplifiers that damage hearing further



The ordinary process to acquiring a hearing aid



The Audientes self-fitting way



Audientes' self-fitting hearing aid
– enabling a **paradigm shift** in hearing health

VenTM

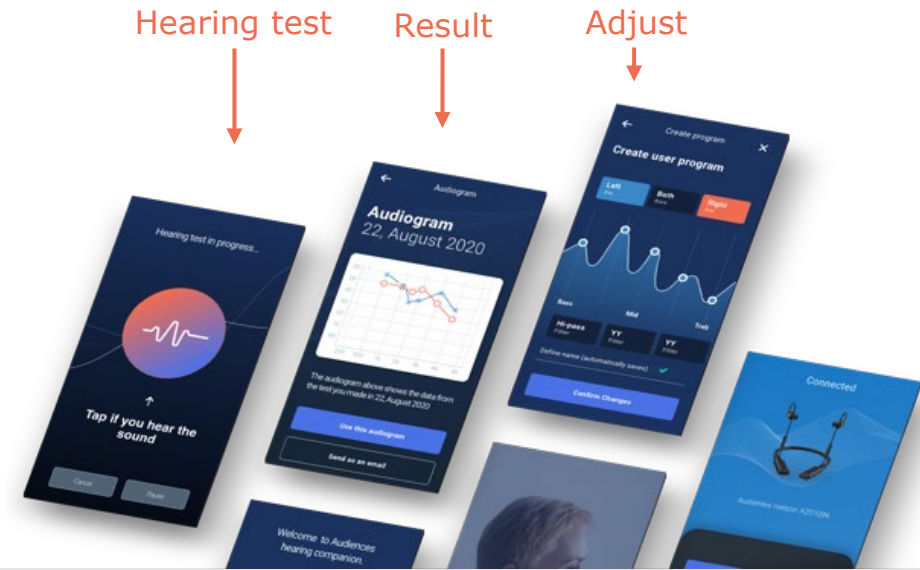
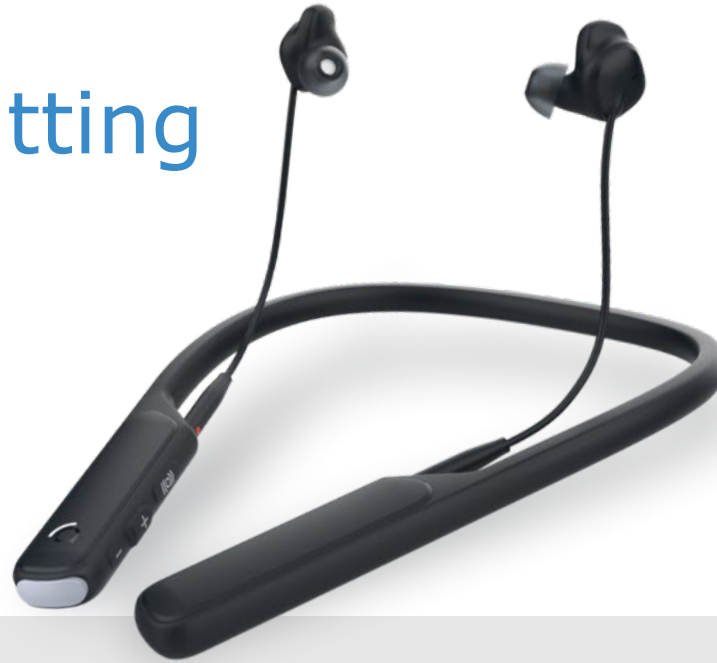
by audientes

Let the world in!



Coupled with the optional [app](#) for increased functionality

Ven - a self-fitting hearing aid



For disabling hearing loss



Binaural (both ears)



Self-fitting/assisted fitting



NAL-NL2



High-quality sound
(digital signal processing)



Pure Tone Audiometry



Noise Reduction



Multiple listening programs



Music/sound streaming
from smartphone and TV



Feedback reduction/
Comfortable with loud output sounds



Low purchase & maintenance cost



Elegant design and ease of use



Rechargeable battery



Smartphone call handling



Smart adaptation



Bluetooth connectivity

Operational highlights for Q1-2022

- In January, Audientes began mass production of its first product, Ven.
- In February we secured the final Equipment Type approval from the Indian Ministry of Telecommunications, which is a requirement from the Indian authorities to sell commercially there.
- Audientes' subsidiary in India was officially inaugurated in March, with the presence of the Danish Minister for Health, Mr. Magnus Heunicke.
- In March we began shipping the initial products to customers in India and have been in a satisfactory flow since then.
- During the quarter we entered into collaboration agreements with three further retail partners - Priority Hearing, Times Health Care and Ear Solutions - all with strategically important presence in the large Tier 1 cities.



Outlook 2022

- Ven is now being sold in hearing clinic chains, independent outlets and online and we still expect – despite the minor delay due to COVID-19 at the beginning of the year – that we can reach our growth target for the year.
- Audientes expects revenue in 2022 to be in the range of DKK 23-27 million, mainly generated from its activities in India through wholesalers and chains, as well as via Amazon, Flipkart and other online marketplaces.
- Operating profit/loss (EBITDA) is expected to be in the range of DKK -13 to -15 million and should be seen as a result of intensified marketing and advertising activities following product launch.





Performance highlights for Q1-2022

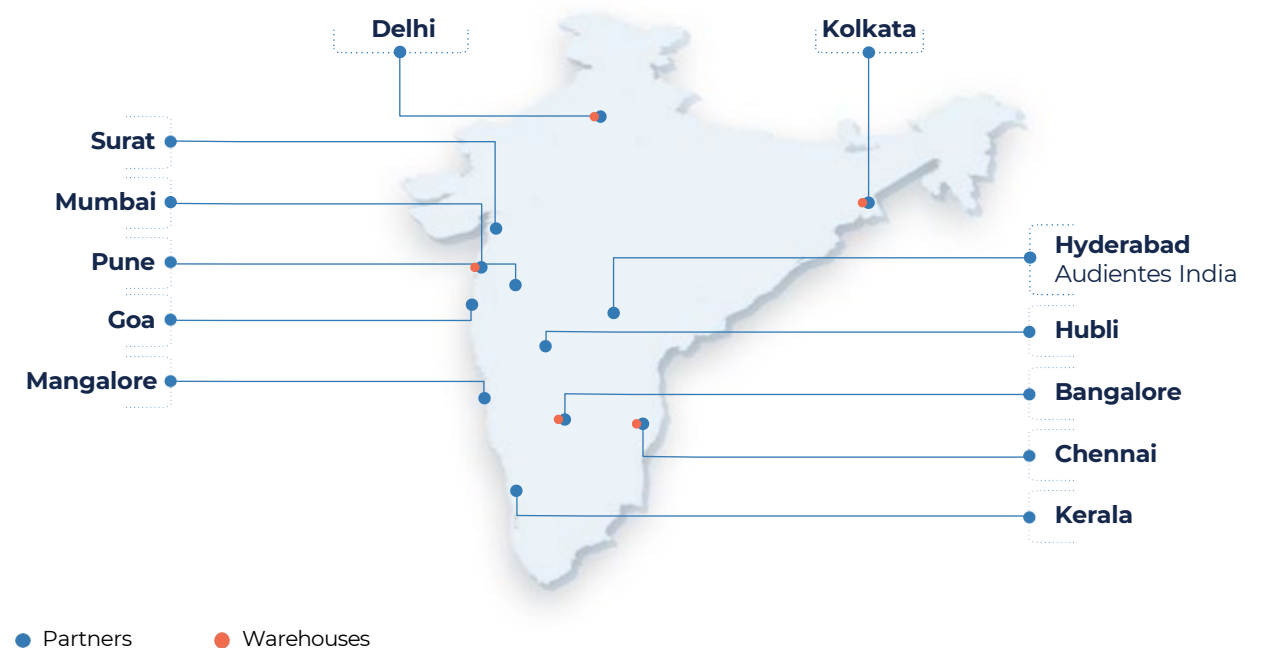
TDKK	Q1 2022	Q1 2021	2021
Revenue	21	0	0
Other income	214	0	214
EBITDA	-3,358	-2,610	-12,893
Profit/loss for the period	-4,050	-2,751	-12,901
Cash and cash equivalents	4,421	28,409	10,554
Equity	21,434	35,620	25,483
Equity ratio (%)	82.2%	87.8%	81
Earnings per share (DKK)	-0.43	-0.29	-1.38
No. of shares beginning of the period	9,349,010	9,349,010	9,349,010
No. of shares end of period	9,349,010	9,349,010	9,349,010

Audientes India

Audientes India Pvt., Ltd. was established in June 2021. Located in Hyderabad, it has been spearheading the commercialization of Ven throughout India.

Through our partnerships and customer relationships developed to date, Audientes now has 350+ points of sale throughout Northern, Southern, Eastern and Western India.

Audientes partner and distribution network, India.



Focusing on impact in three regions

2

Entering the US
OTC market with
FDA-approved
hearing aid by
2023

3

Targeting consumers
in the EMEA region
with a need for
affordable hearing
solutions

1

Market entrance in
India, followed by
other countries, where
demographics and
macro-economics
create high relevance



Audientes – a compelling investment case

1 A unique possibility in a high growth market - WHO predicts that people globally with disabling hearing loss will amount to 630 million by 2030 and 900 million by 2050. This is driven by noise exposure from recreational use of music played loudly in ears, population growth in developing economies, and from the environment.

3 Uniquely clear positioning in India's fast growing middle class market segment, with "high-quality, low-cost" products. Regulation e.g. in USA enabling new growth markets within OTC. High potential roadmap across the world.

2 Market-ready 'all-in-one' solution - Audientes affordable self-fitting hearing aid is leveraging E-commerce and OTC (over the-counter) channels in unison with specialist hearing aid sales channels to challenge the complexity and cost of existing offerings, and by improving access to quality hearing solutions that are easy to use and maintain.

4 Strong team assembled in Denmark and India with extensive commercialization expertise to pursue this huge market opportunity by disrupting existing practices with potential to create the 4th large successful Danish hearing health firm.





Marketplace change 2022

 audientes



SPOTLIGHT /



Thank you!
Any questions?

Investor relations

Steen Thygesen, CEO

Mobile: +45 5317 2610

E-mail: st@audientes.com