

Press release

2 December 2019

Discrete Demant shouts out

With the launch of a new corporate movie, Demant wants to highlight the importance of securing hearing health – and keeping sound in your life. For more than 115 years, the Demant Group of hearing and technology companies have helped people with hearing loss live active lives.

It all started with import of hearing aids in the Danish town Odense more than 100 years ago. As time went by import became own production and later on the company got into hearing care, diagnostics, hearing implants, audio solutions and headsets.

Today, Demant is one of the world's leading and biggest hearing healthcare companies offering the broadest selection of treatment for people living with hearing loss. The Group's full story and purpose have never been put into motion. Now Demant is launching a new corporate movie that embodies the spirit of the company and the purpose that has permeated the organisation and its employees from the beginning: To create life-changing hearing health.

"Demant has always been a silent holding company, but we are starting to raise our voice on behalf of the fantastic worldwide group of companies active in hearing health and audio technology. We see the same challenges around the world. When we cannot hear properly, our participation in everyday life decreases. We withdraw and become less active, more isolated, which can have severe consequences for our mental health. As experts on hearing loss and treatment, we are obligated to shout this out," says Vice President of Corporate Communication and Relations Trine Kromann-Mikkelsen, Demant.

The movie addresses the importance of sound in our daily life. It was recorded at different locations all over the world and shows users of Demant's solutions in their daily life.

"It was important to us to portrait users and make the video as authentic as possible. While shooting the video, we met people who have been helped to handle their hearing loss in Poland, South Korea, Denmark, France and the U.S, and everyone said in unison 'don't hesitate to get your hearing fixed,'" says Trine Kromann-Mikkelsen.

Watch the movie at <https://www.demant.com>

Facts about hearing loss

Estimated 466 million people are living with disabling hearing loss around the world. Unaddressed hearing loss poses annual expenses of approximately 750 billion US dollars. The prevalence of hearing loss is estimated to rise considerably over the next many years due to a change in demographics where the older population is increasing.

Source: WHO

New brand with a strong purpose

Demant is a Danish based international company originating in 1904. Owned by the charitable William Demant Foundation, the Demant Group produces hearing devices, hearing implants, diagnostic equipment and audio solutions under different brands such as Oticon, Philips HearLink, Interacoustics, Oticon Medical, Audika og EPOS.

Demant launched a new brand strategy in February 2019. Part of the new strategy was a new name, logo and CVI and the core of the strategy was the company's new purpose: Life-changing hearing health.

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