

Company Announcement, no. 7-2021

August 5, 2021

Audientes and Omni Hearing enter into cooperation agreement in India

Audientes and Omni Hearing, India, today announce their commercial collaboration for the sale of the Audientes self-fitting hearing aid in Omni Hearing's points of sale and distribution network throughout the western federal states of Gujarat and Maharashtra, India.

Audientes has entered a partnership with Omni Hearing, a leading hearing care provider and distributor of hearing aids in India, operating three retail clinics and a sub-distributor network of approximately 50 independent points of sale throughout the cities of Mumbai, Pune and Surat, with a combined population of approximately 25 million.

Extensive retail and wholesale network in Mumbai and western India

"We are delighted to welcome another commercial partner on board. Omni Hearing is an established organization in India, with over 30 years of expertise in the marketing and sale of quality hearing aids and we are delighted to be partnering with them. As well as being a retailer, Omni Hearing has an extensive wholesale network, and is one of the 20 largest hearing aid resellers by volume in India. We look very much forward to collaborating with them and their retail network," says Steen Thygesen, CEO, Audientes A/S.

Audientes' hearing aid addresses an important segment in today's market

Mr. Meet Shah, Managing Director, Omni Hearing, comments; "We welcome Audientes to the Omni Hearing network. Our goal is to serve our customers with quality hearing solutions and highly innovative brands, and I believe that the Audientes hearing device will be a valuable addition to our product assortment. The device's binaural, self-fitting and streaming features are unique selling points, which I believe will address an important user segment in today's market. We're excited to offer it to our customers."

Omni Hearing is ranked among the top 20 hearing aid resellers nationwide in India with an extensive distribution network spanning more than 50 points of sale throughout Mumbai, Pune and Surat. The organization's vision is to significantly grow user penetration levels of hearing devices across western India over the coming years. Omni Hearing expects to commence sales of the Audientes self-fitting hearing aid in Q4 2021.

This company announcement will not change the 2021 financial guidance for revenue and EBITDA.

This information is information that Audientes A/S is obliged to make public pursuant to the EU Market Abuse Regulation (MAR).

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About Audientes A/S

Audientes is one of the new players in the global hearing aid market. The company has developed a new self-fitting hearing aid, which is in the process of being rolled out in the Indian market this year before being introduced to the US OTC market and other markets. Audientes' mission is to help the many millions who suffer from disabling hearing loss but cannot afford to buy one of the very expensive conventional hearing aids on the market.

Audientes is headquartered in Copenhagen, Denmark, and is listed on Nasdaq First North Growth Market Denmark (AUDNTS).

For additional information about Audientes' financial position and development, please refer to the company's website (www.audientes.com).