

Investor news

22 October 2025

Demant-owned Oticon announces the launch of Oticon Zeal™

Today, at the European audiologist conference EUHA in Nuremberg, Germany, Oticon – part of Demant – is introducing Oticon Zeal™, which is a revolutionary new in-the-ear hearing aid style. In addition, Oticon is announcing an expansion of its Oticon Intent™ family with a rechargeable power miniBTE device.

Demant is announcing the launch of new, groundbreaking hearing aid technology with the introduction of Oticon Zeal, a new in-the-ear hearing aid style, combining a discreet design, cutting-edge connectivity, rechargeability and exceptional sound quality, using AI sound processing with flexible fitting options. Oticon Zeal will be launched in phases and will initially be rolled out in several European markets in Q4 2025 followed by a global launch in 2026.

In addition, Demant is expanding the Oticon Intent family with a new rechargeable power miniBTE, which is Oticon's smallest power device and the world's first miniBTE to combine two fitting levels in one device, allowing more flexibility when fitting hearing aid users. This product will be made available globally during Q4 2025.

Adding leading connectivity standards

With these introductions, Oticon is taking another important step in supporting modern connectivity standards by allowing users to seamlessly connect to their devices using Bluetooth™ LE Audio. As an industry first, Oticon hearing aids are now enabled for Google's Fast Pair, allowing users to pair their hearing aid effortlessly with Android phones. In addition, Oticon Zeal and Oticon Intent now also feature Auracast™ technology, so users can experience a new world of audio.

More details can be found in Oticon's press releases [here](#).

Further information:

Søren Nielsen, President & CEO
Phone +45 3917 7300
www.demant.com

Other contacts:

René Schneider, CFO
Peter Pudsellykke, Head of Investor Relations
Gustav Høegh, Investor Relations Officer
Henrik Axel Lynge Buchter, Manager of External Communications