



THE ANNUAL REPORT OF THE NEUROTH GROUP

THE SUBJECTIVITY OF HEARING

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 NEUROTH

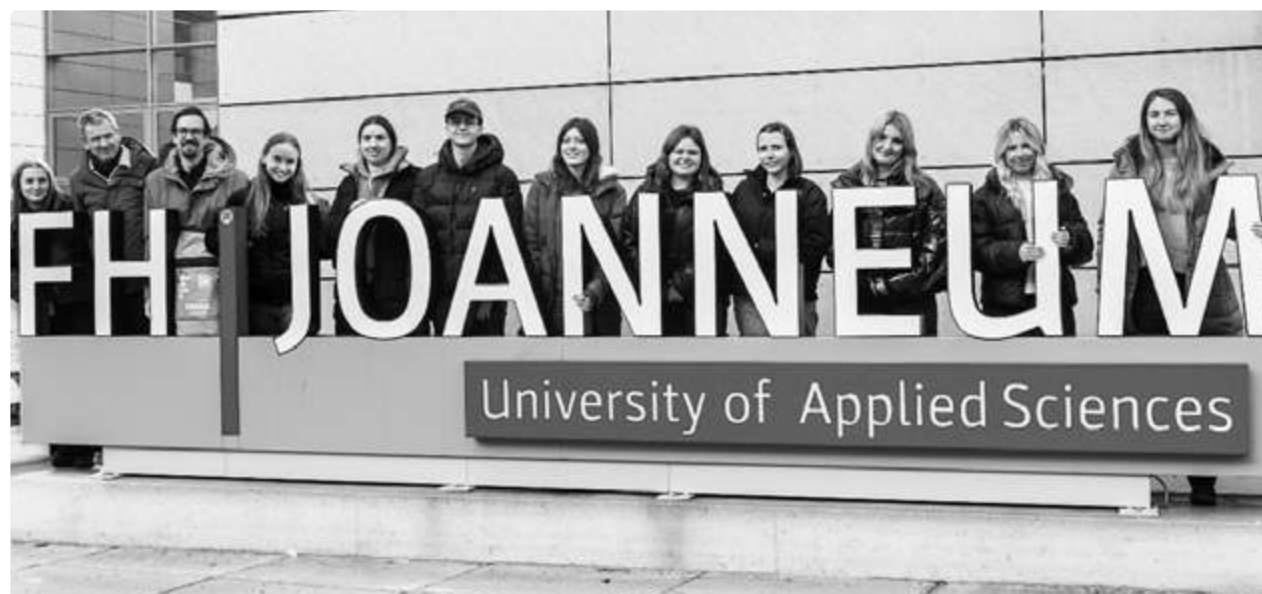
EDITORIAL

This is yEARly25. The Neuroth Group's Annual Report focuses not only on the highlights of our financial year 2024/2025 but also on fascinating stories about Neuroth and the world of hearing in particular.



This year, these stories are told by students on the Journalism & PR course at FH Joanneum University of Applied Sciences in Graz – under the direction and coordination of Neuroth corporate spokespeople Thomas Huber and Mares Kohlmayr (Corporate Communications). Many thanks for the great collaboration!

The yEARly editorial team (L to R): Sophie Purkarthofer, Wolfgang Kühnelt (Lecturer, FH Joanneum), Thomas Huber (Neuroth), Anna Stoppacher, Henrike Pitzke, Georg Mausser, Larissa Buchriegler, Sarina Pinczar, Melanie Ogris, Clara Stubenrauch, Magdalena Roschitz, Mares Kohlmayr (Neuroth)



Enjoy reading!

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“Hearing is the basis of our social interactions. And hearing also affects our personal experience of the world. Because it is a highly individual process. Everyone hears differently. That’s because our brains interpret and filter sounds. This subjective dimension makes our hearing unique.

This uniqueness of hearing is the theme of this year’s annual report. In it, we share interesting facts from the field of hearing acoustics with you, including highlights from the world of Neuroth. These range from the fifth anniversary of our Supply Centre in Lebring to the latest hearing innovations and our first Neuroth Summit. 2025 is a year I look back on with pride! Thanks to all our colleagues, customers and partners!

CEO Lukas Schinko
on behalf of the entire C-level of the Neuroth Group



2025: OUR HIGHLIGHTS

A brief overview of the topics Neuroth has focused on in 2024/2025, as well as other exciting insights into the world of hearing.

WHY WAIT FOR BETTER HEARING?

Why is hearing not only highly individual but also subjective? Why do people often wait so long to seek hearing care? Find the answers to questions like these and read fascinating stories about hearing, starting on **PAGE 20**

20

POSITIVE DEVELOPMENT

With currently around 1,550 employees at over 300 branches in eight countries, the Neuroth Group achieved an annual turnover of 212 million euros last year. See **PAGE 8**

8

THE SMALLEST-EVER IN-THE-EAR HEARING AID WITH RECHARGEABLE BATTERY

In 2025, Neuroth launched the first miniature rechargeable hearing aid: the "Viennatone Pace 8". Up to 28 hours of operating time, smartphone connection and a flexible upgrade concept make it the ideal solution for active, tech-savvy customers. Read all about it from **PAGE 32**

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EARWEAR USER TEST

More restful nights and relaxed days: student Georg Mausser tests the made-to-measure Earwear Sleep ear plugs. What's more, with its new company, earwear GmbH, the Neuroth Group has gathered its know-how into one place specifically to meet growing demand in the field of hearing protection. Find out more from **PAGE 34**

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FIVE YEARS OF THE SUPPLY CENTRE IN LEBRING

Neuroth looks back on five successful years at the production and logistics site in Lebring, located in the Austrian state of Styria. Now it's taking the next step with a new, second production site in Belgrade, to better serve the local markets in Southeast Europe. See **PAGE 38**

1 VOICE – 8 ECHOES: THE FIRST NEUROTH SUMMIT IN LJUBLJANA

A thousand employees from eight countries came together in Ljubljana in spring 2025 for the first Neuroth Summit, to create new ideas for the future. This special weekend was all about training, inspiration and networking, sending a strong signal for a shared, international culture of learning and innovation. See **PAGE 44**

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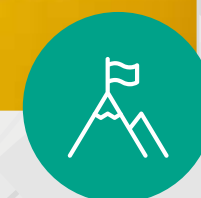
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DIVERSITY & TEAM SPIRIT AS A RECIPE FOR SUCCESS

Experiencing new things together and expanding our comfort zones: from the first Group-wide cooking event to the backpack challenge and racking up millions of steps – in 2025, Neuroth showed how collaboration crosses boundaries. Creative activities and sporting challenges enhanced not only our health but also our team spirit. See **PAGE 52**

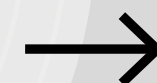
YEARLY

24/25



IN THE SPOT- LIGHT

The “yEARly” section presents the economic “hard facts” pertaining to the Neuroth Group: an economic review of the year, the highlights from all the countries in which we operate, and our mission and vision.



LOOKING BACK AND PLANNING AHEAD.

The Neuroth Group can look back on a positive business performance in the 2024 / 2025 financial year, and is investing in sustainably strengthening hearing care this year.



You can find further facts and figures on pages 14 and 15 of our:

YELLOW FACTS

BUSINESS REVIEW: CONTINUED POSITIVE PERFORMANCE

The Neuroth Group continued its growth trajectory in the 2024 / 2025 financial year. In the past financial year, the company recorded Group-wide sales of 212 million euros. Growth of more than 19 % (2023 / 2024: 177 million euros) is attributable in particular to newly opened premises in Southeast Europe, to the initial consolidation of the Swiss subsidiary Misenso, which was acquired in 2024 and is now included in the Group figures for the first time, and to positive currency effects.

Lukas Schinko, CEO of the Neuroth Group, summed up: "We are delighted with our continued positive performance and that the demand for hearing solutions continues to grow." On current developments, he had this to say: "We are currently operating in a very dynamic market environment – ranging from cost increases to changing customer needs and the digital revolution. This makes it all the more important for us to make sustainable investments in the quality of our customers' hearing care."

CURRENT TRENDS: THE RISE OF AI AND OTHER TECHNOLOGIES

Overall, across the Group, Neuroth provided around 6 % more people with hearing aids last year than in the previous year. Demand for hearing aids featuring new technologies has been rising: "For example, smart hearing aids now use AI to automatically adapt to every hearing situation," says Schinko. The proportion of hearing aids powered by rechargeable batteries has continued to rise.

At the same time, Neuroth is pursuing its digital transformation within the company – including in manufacturing. For example, artificial intelligence is now used to model individual hearing solutions, which further shortens turnaround times. A total of around 208,000 ear moulds were produced last year.



OUTLOOK: INVESTING IN NEW QUALITY STANDARDS

In 2026, Neuroth is sending a strong signal for the future of hearing care and is investing Group-wide in new audiological quality standards. Over time, all hearing centres in all the countries where Neuroth operates will be equipped with new high-precision audiometers, video otoscopy systems and innovative tools for simulating real hearing situations.

"Hearing is highly subjective," says Schinko. "In future, our new audiological equipment will make it possible to make hearing successes not

only measurable but also visible and tangible. This will allow us to better demonstrate before-and-after effects during hearing care appointments, for example, and to provide an even more personalised response to our customers." As a result, Neuroth will not only be strengthening the customer experience but also creating new uniform quality standards in all Neuroth countries.

Highlights from eight countries.

The heads of the Neuroth country organisations, corporate headquarters and subsidiaries reflect on a year full of milestones.



"The past financial year was marked by important milestones for Neuroth Austria. In addition to the acquisition of Hörgeräte Seifert GmbH in Austria, we have expanded and modernised many hearing centres. New collaborations – for example, with the Vienna Secession gallery for free access to art and the Goldenes Kreuz private hospital for various health campaigns – bring us closer to our customers and underline our social commitment. We are also delighted that we have once again been awarded the 'TOP-Lehrbetrieb' ('Top apprenticeship company') quality seal, recognising us as an attractive employer."

Ronny Bauer & Daniel Kaura
Managing Directors of Neuroth Austria

AT

"Free Art for All"

Together with the Vienna Secession – one of the world's oldest exhibition venues for contemporary art – Neuroth is advocating for easier access to art for the general public with "Freie Mittwoche" ("Free Wednesdays"), whereby admission is free on the first Wednesday of every month. Under the motto "Free Art for All", anyone who is interested can visit the Secession free of charge – including the Beethoven Frieze and 12 temporary exhibitions of contemporary art. "If you think about it, hearing and art go together perfectly. Both open up worlds – the ear as well as the eye. Together with the Secession, we want to break down barriers, both to hearing and to experiencing art," says Lukas Schinko, CEO of the Neuroth Group.



Find out more about
"Free Wednesdays"



AI support for modelling hearing protection

For around a year and a half, artificial intelligence has been supporting the Operations team by creating modelling suggestions for hearing protection production. These are subsequently checked and evaluated by experienced modellers and – if they meet our quality requirements – approved for production. The combination of state-of-the-art technology and technical expertise ensures high efficiency and consistently high quality standards.



"Over the past two years, we have implemented extensive process optimisations that enable us to ensure shorter delivery times for our customised ear moulds, without compromising on our high quality standards. A further step in our development is the use of artificial intelligence to support hearing protection modelling. These technological developments, along with structural changes, will ensure that we can continue to work reliably, efficiently and in a customer-focused manner in the future."

Thomas Berg
Head of Operations, Lebring

OPS

"2025 was a year of strong growth for Neuroth Southeast Europe: with new hearing centres in Serbia, Bosnia-Herzegovina, Croatia and Slovenia, and the laying of the foundation stone for our production facility in Serbia, we are taking important steps for the future. The launch of Viennatone and our collaboration with musician Tony Cetinski strengthen our brand presence in the long term and underline our commitment to providing innovative and reliable hearing solutions for the entire region."

Peter Jagodič
Managing Director of Neuroth
Southeast Europe (SI, HR, RS & BIH)

SEE



Introduction of Viennatone in Southeast Europe

The launch of our own exclusive brand, Viennatone, in the Southeast Europe region is an important milestone in strengthening Neuroth's regional presence and enabling growth. With the launch of the exclusive brand, Neuroth is underscoring its commitment to innovation, customer service and accessibility, and positioning itself as a leading provider of intelligent hearing solutions for an even wider audience. More about Viennatone from page 32.

V

“Last year, our hearing protection brand earwear also became an independent company – earwear GmbH – to enable us to position ourselves even more clearly, facilitate scaling and strengthen collaboration between the divisions. This is a clear signal that we are giving hearing protection the attention it deserves. Accordingly, we have also set up our own online shop to serve both private customers and professional users from industry and commerce in the best possible way. We are also pleased to be able to expand our B2B activities in Switzerland, Serbia and Croatia.”

Thomas Schinnerl
Managing Director, earwear GmbH
(together with Robert Kacalek and
Guy Schleiniger)



Go to the 'earwear'
online shop



Read more about the new
earwear company from page 36.

Neuroth takes over the Hörzentro Rosenheim in Bavaria

The Hörzentro Rosenheim is well-known as an established centre for hearing acoustics in Bavaria. Neuroth Germany took over the specialist store last year. Now, the Hörzentro is visibly demonstrating the Hearing Power of Neuroth, including externally, to provide even better service to customers on site.

“The 2024 / 2025 financial year for Neuroth Germany was all about further development: we have unambiguously set the stage for even higher quality by optimising our sales management, harmonising our processes with new telephone systems and tablets, and increasing training in our hearing centres. Another highlight was the acquisition of the Hörzentro Rosenheim.”

Ronny Bauer & Daniel Kaura
Managing Directors of Neuroth Germany



DE

Cooperation with the Swiss Folk Music Association

In summer 2025, Neuroth Switzerland focused its sponsorship commitment on folk music. It is now the new Presenting Partner of the Verband Schweizer Volksmusik (Swiss Folk Music Association – VSV). After all, music and hearing are inextricably linked. The sense of hearing helps promote positive emotional experiences. By supporting folk music, Neuroth Switzerland is actively contributing to the development of musical excellence and to preserving or restoring hearing.



“In 2025, Neuroth Switzerland and Liechtenstein looked the future straight in the eye: with modernised locations in Visp, Schlieren, Olten, Lenzburg, Lausanne, Liestal, Geneva and Vaduz, we are creating a better customer experience and strengthening our regional presence. In addition, our new, fully equipped mobile audiology clinic, the HÖRMobil, brings modern hearing care to the whole of Switzerland. We are particularly pleased about our new collaboration with the VSV, which further deepens our commitment to hearing culture as part of people's lives.”

Tanja Matzer & Patrick Hofer
Managing Directors of Neuroth
Switzerland & Liechtenstein

LI

CH

“A lot has also happened at Group level in the past year. Our C-level was bolstered by two new members: Rik van Dijk, as our new Chief Sales Officer, and Rabindra Rao, as our Chief Marketing Officer. Both bring with them strong international expertise. We are also pleased to have established an additional branch of our Group-wide headquarters, in Vienna.”

CEO Lukas Schinko
Headquarters Graz & Vienna



“With a strong and holistic consumer focus in marketing, we break down barriers earlier and help more people hear better.”

CMO RABINDRA RAO

“I am delighted to be part of Neuroth, as I appreciate the company's values. Full (hearing) power ahead!”

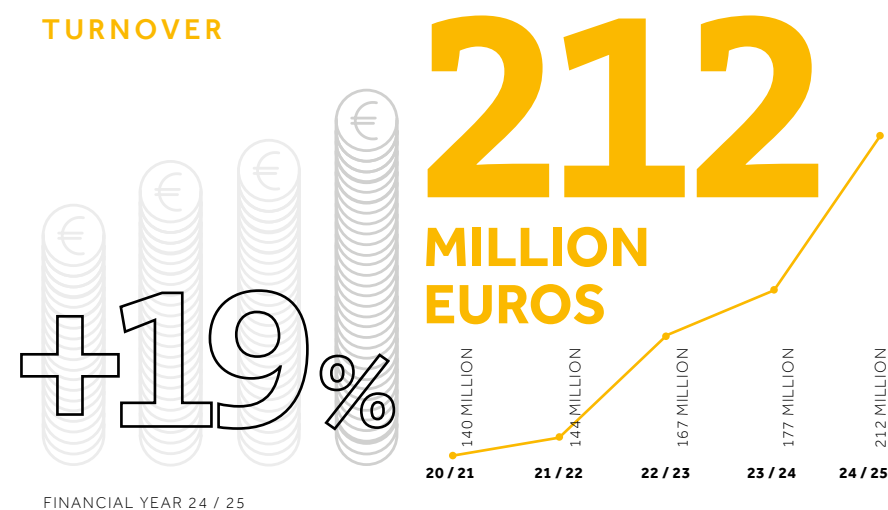
CSO RIK VAN DIJK



Hearing advice and services
Hearing aids and accessories
Hearing protection
Paediatric acoustics
Medical technology



TURNOVER

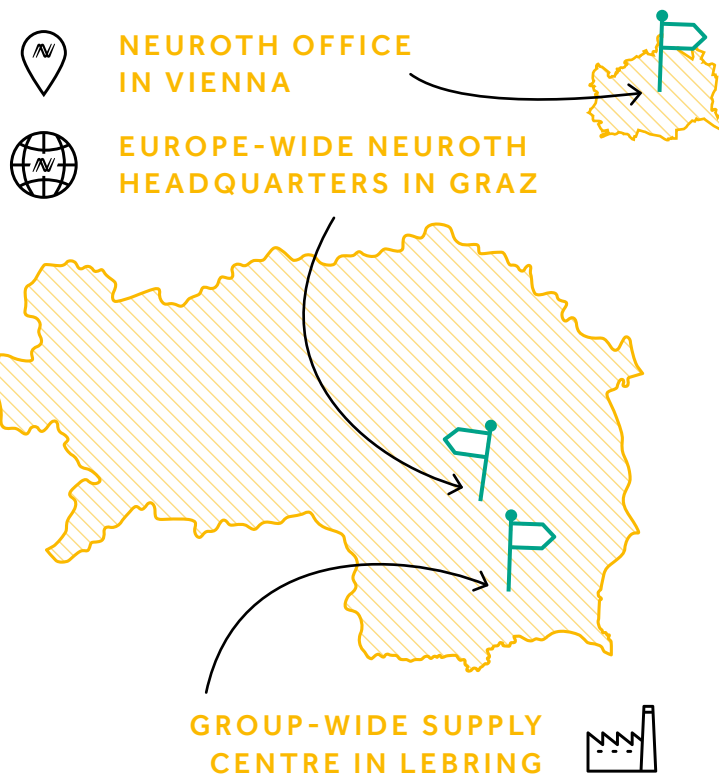


HIGH-QUALITY PRODUCTS + COMPREHENSIVE SERVICES = HEARING SOLUTIONS BY NEUROTH

C-LEVEL OF NEUROTH INTERNATIONAL AG

C	E	©
	LUKAS SCHINKO	
C	F	©
	MARTIN LAMPRECHT	
C	©	©
	BARBARA TSCHELIESSNIGG	
C	S	©
	RIK VAN DIJK	
C	M	©
	RABINDRA RAO	

Our central locations:



BRANDS OFFERED BY THE NEUROTH GROUP:

NEUROTH
BETTER HEARING • BETTER LIVING

VIENNATONE

earwear
YOUR EARS. YOUR RULES.

ADDITIONAL COMPANIES IN THE NEUROTH GROUP:

earwear

HOLDINGS OF THE NEUROTH GROUP:

eora
HEAR AND BE HEARD



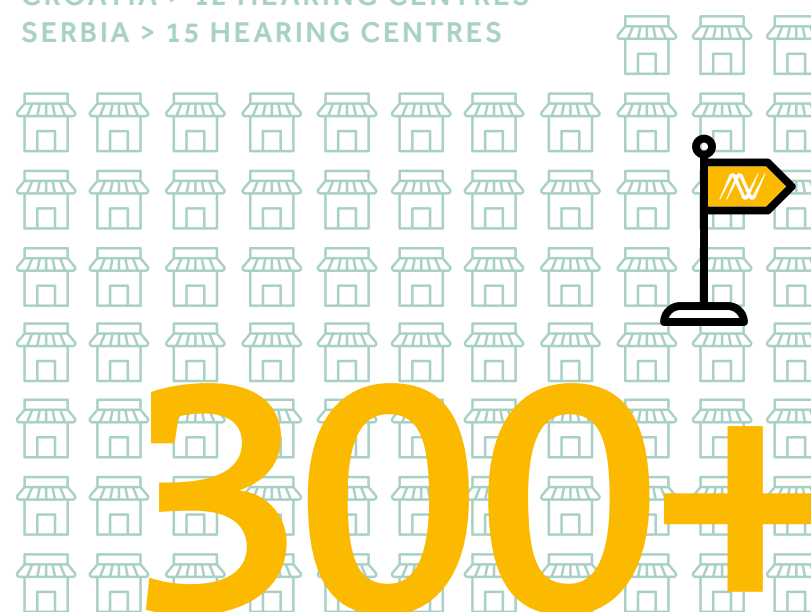
misenso

COUNTRY HEADQUARTERS IN ZUG (CH),
MUNICH (DE) AND BELGRADE (SRB)

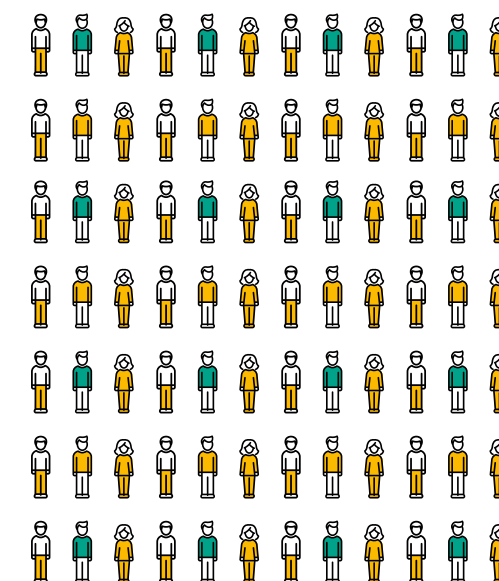


8 COUNTRIES
AUSTRIA, GERMANY, SWITZERLAND,
LIECHTENSTEIN, SLOVENIA, CROATIA,
SERBIA AND BOSNIA-HERZEGOVINA

AUSTRIA > 140 HEARING CENTRES
SWITZERLAND & LIECHTENSTEIN >
80 HEARING CENTRES (+ MISENSO > 25)
GERMANY > 5 HEARING CENTRES
SLOVENIA > 12 HEARING CENTRES
BOSNIA-HERZEGOVINA > 10 HEARING CENTRES
CROATIA > 12 HEARING CENTRES
SERBIA > 15 HEARING CENTRES

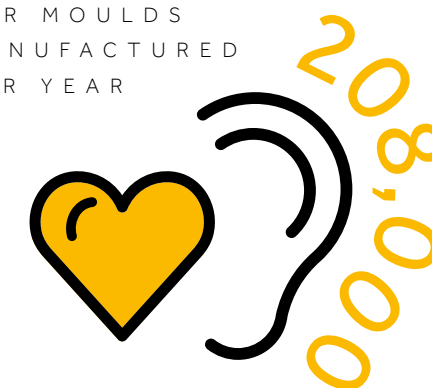


HEARING CENTRES (INCL. MISENSO)



1,550
employees
(INCL. MISENSO)

EAR MOULDS
MANUFACTURED
PER YEAR



TWO HUNDRED AND
EIGHT THOUSAND

MISSION & VISION

OUR VISION & MISSION AS THE NEUROTH GROUP.

As a quality-conscious, reliable professional for improved hearing, we support our customers in all life situations and help them to have a better life – since 1907! Our aim as a corporate group is to become the first port of call when it comes to hearing – for a lifetime.

OUR GUIDING PRINCIPLE SINCE 1907.

Better hearing, better living.

“Better hearing, better living” – this principle has guided Neuroth for over 115 years. An overview of our mission & vision.

OUR AMBITION.

Hearing Power is what we stand for – away from taboo and stigma towards an accepted optimisation. We strive to transform how impaired hearing and hearing aids are viewed and to give hearing solutions the value and appreciation in society that they deserve in this day and age. This also includes a strong focus on prevention. In a world that is getting ever louder, the best possible protection of our ears is essential – whether it is in the form of a regular hearing test or of suitable hearing protection. We would like to make younger generations in particular more aware of this.

HEARING POWER



TONY CETINSKI

HEARING



GERHARD OBERKOFER

The „Hearing Power“ section focuses on the varied aspects of hearing. In addition to interesting facts about our sense of hearing, a wide range of people tell their personal stories about hearing.



IN THE SPOTLIGHT.



ESTHER BARTENSTEIN



When sounds tell stories.

We are surrounded by sounds and noises – everywhere and around the clock. But even people who are in the same place at the same time seldom really hear the same thing. This is what we mean by the subjectivity of hearing.

BY ANNA STOPPACHER •

The birds are chirping, the sun is shining in the sky and it's 30 degrees Celsius. It is mid-August in southern Greece, and people are frolicking on a golden sandy beach. The waves gently splash against the salt-flecked rocks. Colourful umbrellas flutter in the dry north wind, adding life to the otherwise barren landscape.

The people on the beach are all surrounded by the same soundscape, but what they hear is not identical. Because hearing is subjective. "Hearing really

has a lot to do with experiences and emotions," says Christoph Thanner, audiology expert at Neuroth.

An owl hoots in the distance. This doesn't bother the Greek beach visitors as, in their culture, the owl represents wisdom and knowledge. But for some tourists the owl's hooting triggers fear, as in some cultures it heralds death. After the owl has fallen silent, soft music emanates from the bar opposite the rocks where the waves are lapping. They're playing reggae



What is meant by "the subjectivity of hearing"?

Hearing is a deeply individual experience: the perception, processing and evaluation of acoustic stimuli depend on physiological, psychological and social factors. This subjectivity means that identical measurement results – for example, in a hearing test – can lead to very different everyday experiences.

music from the late 1960s, prompting some listeners to daydream and sink deep into thought, reminded by the songs of their younger years. Others, though, prefer to engage in conversation. Christoph Thanner explains that this is due to everyone's individual acoustic filters, which determine what is important in a given moment and what is not.

Focusing on your mother tongue

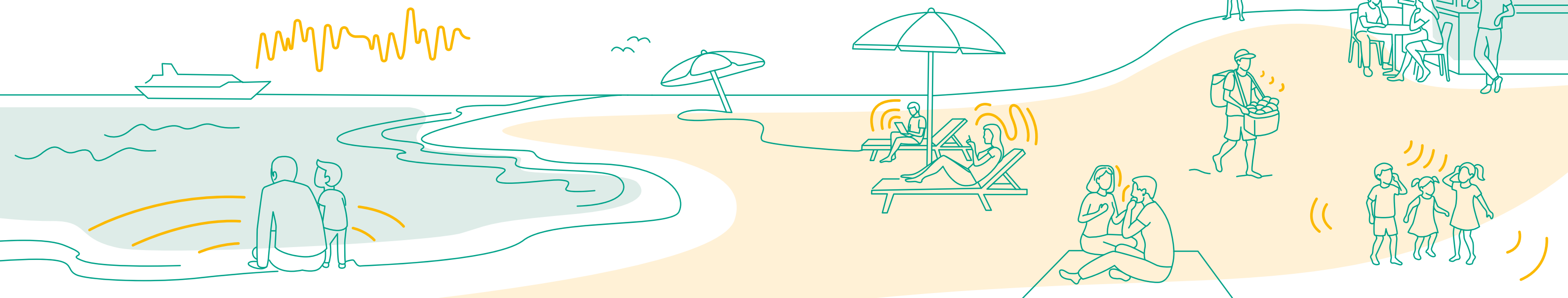
A Greek family can be heard chatting nearby. They're having a good time and seem to be enjoying their day on the beach. People who notice this conversation but do not have Greek as their mother tongue will tend to listen instead to one of the many conversations in their own native language. "Because their mother tongue is more emotionally charged and thus resonates more strongly with them, they process it faster than other languages. This is the case even for those who are fluent in several languages," says the audiology expert.

Hearing as a personalised concert

Suddenly, there is a blast of a ship's horn – a deep sound that reverberates across the beach. The loud sound of the vessel, momentarily hidden behind a large rock in the turquoise blue water, attracts attention. Conversations are stopped briefly while people locate where the noise is coming from. Once the ship emerges and it is clear that all is well, the hustle and bustle continues. A beach vendor walks among the multicoloured, fluttering umbrellas with his lilos, necklaces, bracelets, hats and towels, shouting out his sales pitch over and over as he passes the bathers. The children look at him, wide-eyed – the loud calls have caught their attention. Their parents, on the other hand, pointedly ignore the sales pitch, because they don't want their well-deserved holiday disturbed. They keep their eyes closed and hear what they want to hear – the pleasant sound of the sea. They have to take it all in while they can, as it will be another year before they can luxuriate in sounds that make them so happy again.

The subjectivity of hearing

Even if, objectively, everyone hears the same things on the beach that day, their perception of sounds is very much dependent on how they feel, what has already happened that morning, and on whether they have good associations with those sounds or not. When children play on the beach, one person may feel disturbed by the noise, while another enjoys the bright sound of children's laughter. "Those two individuals perceive the same sound completely differently," explains Christoph Thanner. So what another person hears is not as obvious as it seems.



Why a hearing aid keeps you young.

Actually, most of us come to it pretty late. Studies show that it takes between seven and ten years from the first signs of noticeable hearing loss before a person gets hearing aids. Why is that?

BY WOLFGANG KÜHNELT •

Up to two thirds of people in Europe with clearly defined hearing loss have not yet received any hearing care whatsoever. And that's not all: almost a third of those who have already been medically recommended to get a hearing aid have not yet done so. Scientists now know, however, that acting too late can have irreversible consequences.

So what's stopping us? Whatever it is, it's usually not the cost. In many European countries, hearing solutions are partly or entirely financed by health insurance companies. And even if you have to pay extra, it's definitely worth it. It's about physical and mental well-being. People who can hear well are less likely to suffer from depression and have a lower risk of developing dementia.

"Hearing plays a crucial role in the context of dementia," emphasises company spokesperson Thomas Huber, who is also responsible for the newly created Public Affairs department at Neuroth. "As a company, we would like to make a major contribution to increasing the profile of this topic in society, and to raise awareness of the importance of our sense of hearing through broad-based educational work." So why do people hesitate and put it off for so long?

Time and again, we see a widespread fear that getting a hearing aid means you are basically officially old. And that now you'll be overlooked in a society that prizes youth and dynamism.

This is where stereotypes come to light that no longer apply in reality. A hearing aid is no more stigmatising than glasses. It doesn't restrict us either. Quite the opposite: a hearing solution makes us more sure of ourselves. In more ways than one. It helps us integrate better. It lets us move around more safely in traffic.

But that's not all: more than half of working wearers of hearing aids say that these little devices mean they can stay in their jobs for longer. So a hearing aid doesn't make you old. Quite the opposite: it keeps you young.



"Hearing plays a crucial role in connection with dementia."

You'll never walk alone

Thomas Huber confirms this: "Greater confidence and, to a certain extent, a new attitude to life are very often the first things people feel when they can hear better again. Probably the most common comment from customers getting a hearing aid from us for the first time is: 'Why did I wait so long?' That's what we need to work on."

A person with a hearing impairment is certainly not an exception. It is currently estimated that one in five people worldwide is affected. By 2050, owing to demographic change, this figure will be one in four. It quickly becomes clear that this will have not only social effects but also consequences for the healthcare system. The most spectacular figure comes from a study by the

World Health Organization (WHO). This reveals that untreated hearing loss leads to global costs of more than 980 billion US dollars annually.

Visibility is all the rage

Over the course of the history of human hearing, it became trendy to make hearing aids as invisible as possible. But perhaps this was not necessary for their acceptance. "Let's take glasses as an example," says Huber. "Nowadays, they are no longer primarily a 'remedy' but a chic accessory. There is a similar trend when it comes to hearing, as we see in children and adolescents who favour colourful hearing aids or wear eye-catching in-ear headphones to listen to music."

And Neuroth's communication expert has one more important thing to add: "Adapting and getting used to a new hearing solution is a very individual process. It's not the same as glasses, which you just put on and then you can see properly. It's a bit different when it comes to hearing. It doesn't happen overnight – the brain has to relearn it first. And, very importantly, a hearing aid should be worn as often as possible, because then the process is much faster."



1 IN 5

people around the world today lives with a hearing impairment. However, patients wait an average of 8.9 years before they actually get care for their hearing.

The hearing aid: a loyal companion in life.

Gerhard Oberkofler has been a Neuroth customer for decades. He explains what modern hearing technology has become and how it improves his day-to-day life.

BY MELANIE OGRIS •

When Gerhard Oberkofler talks about his hearing aids, it quickly becomes clear how much a part of his life they are. "I've been wearing hearing aids basically since I started school, in 1971."

The first models were a far cry from the comfort he enjoys today: "As time went on, the devices became better and more pleasant to wear." He has been wearing his current hearing systems for two years now.



Gerhard Oberkofler is impressed not just by the technical development but also by the personal support provided by the sales assistants and hearing consultants: "I have to say that I have complete confidence in Neuroth, especially because I have found a customer service branch in my home town. I particularly value the employees – they always address my concerns."

Experiencing everyday life anew

Wearing hearing aids has been a normal part of his life for decades, and he is delighted by new, modern features: "Listening to music has taken a huge leap. So striking – I was really surprised."

Gerhard Oberkofler uses his hearing aids not only to listen to hits from the 70s, 80s and 90s on his mobile phone but also for live experiences: "At concerts, it's good that you can lower the pre-set volume a little bit, or adjust it upwards."

But there is also another function that has become indispensable to this hearing-aid wearer: "The Bluetooth connection with my smartphone and the hands-free system are great achievements."

„It pays to act early if hearing loss is creeping up on you.“



His experience of hearing has improved noticeably: "Because I've been wearing the devices every day for a really long time, I've noticed a significant improvement in my hearing quality since having the new ones." He has also observed positive effects on his speech: "I've also noticed changes in my pronunciation – they've made it better and clearer again." He also finds it easier to understand people talking to him in noisier environments.

Oberkofler's advice to others: "It pays to act early if hearing loss is creeping up on you." As he points out, a hearing aid is nothing to be ashamed of nowadays. "I tell the people around me – whether colleagues, family or relatives – that it pays to take action if they notice hearing loss."

A retirement in surround sound

Gerhard Oberkofler has been enjoying a new phase of his life since April 2025. "I'm now retired," he says. His new daily routine is guided by the motto: "Everything is possible, nothing is compulsory."

Together with his wife, who is also retired, he organises his days flexibly. For him, exercise is essential: "My hobbies are Nordic walking, hiking, walking and cycling." His hearing aids are a reliable support in these activities. They work even in wind,

„I've also noticed changes in my pronunciation, which has become better and clearer again.“

rain and heat. Relaxation and travel are important to Gerhard Oberkofler in his retirement: "I particularly enjoy going on wellness holidays in Slovenia and travelling to neighbouring countries. My motto here is: 'Travel before you die, otherwise your heirs will!'" Thanks to his hearing aids, Gerhard Oberkofler can consciously experience and hear every moment – whether in everyday life or when travelling.

Flying high with hearing aids.

14 years ago, Esther Bartenstein opted for a hearing aid – and thus for a more enjoyable, easier and active life.

BY CLARA STUBENRAUCH •



As a trained speech therapist, Esther Bartenstein understands not only language but also hearing. "To hear well is to speak well – and that, in turn, means communication and being able to be present," says the Swiss native. She has also had personal experience of this. Just before she turned 65, she noticed that she could no longer take her hearing for granted. Especially in company, she found it difficult to follow conversations. "Meeting up with friends became exhausting, going out cost energy – many things that I used to take for granted became hard work," says Bartenstein. By the time she came to Neuroth, she had already had experience with hearing aids. However, she gradually realised that the devices she'd had up to then were no longer sufficient.

Her visit to the Neuroth hearing centre was largely a matter of chance: a branch had just opened very close to her village in Switzerland. So Esther Bartenstein decided to make an appointment. "I wanted to try out and test new devices. My expectations were high." From her very first conversation there, she felt that she was being taken seriously. "The consultation was very friendly, factual and calm."

New technology – new hearing

Esther Bartenstein is a pilot and flight instructor – flying and travelling are her great passion. The active pensioner therefore opted for a modern hearing aid. With the new technology, Esther Bartenstein began a phase of transition. Many things were new, some unfamiliar. "From then on, I no longer left the house



without my smartphone. I tried out how to set up the best possible hearing situation in different places," she says. This made the support of the Neuroth team all the more important: over the course of several appointments at the hearing centre, everyday situations were discussed, settings adjusted and questions clarified. "I was always able to talk honestly about what worked – and what didn't," recalls the 79-year-old.

Over time, her new hearing aid felt more natural and gradually became part of her everyday habits. With the help of her mobile phone, which she now took everywhere with her, Esther Bartenstein was able to

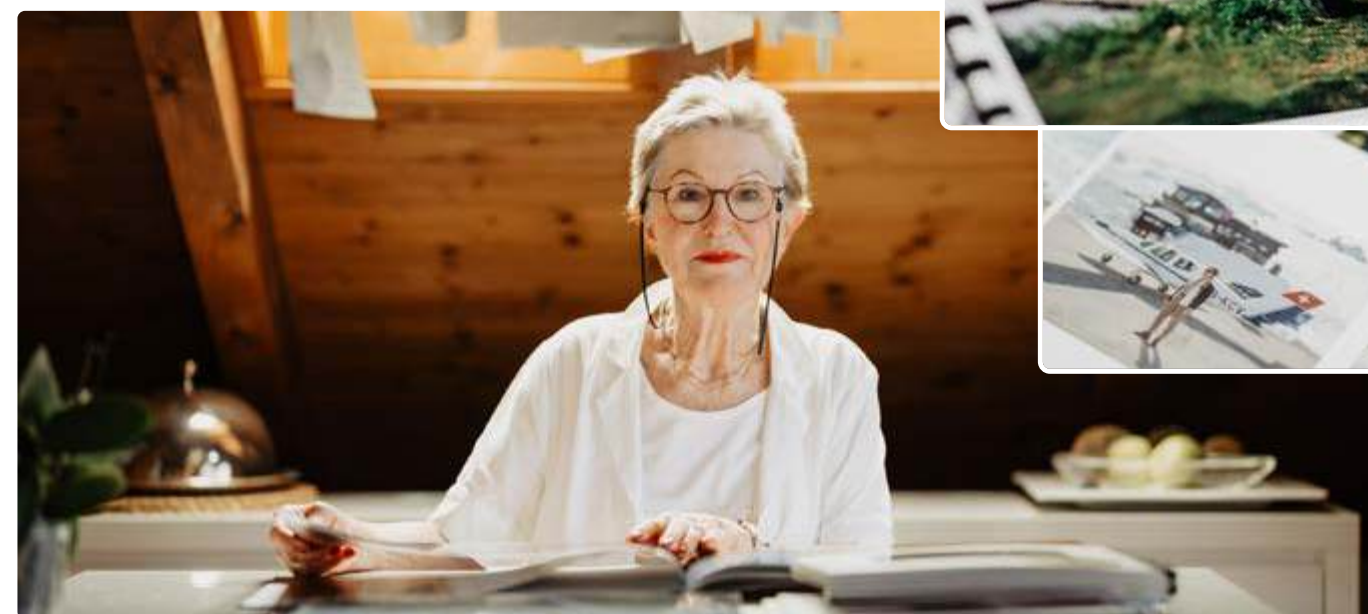
adjust her hearing aid individually and try out what was best suited to each situation. "I find it a particularly great relief that I can have telephone conversations comfortably now. Calls that can be made directly via the hearing aid give me peace of mind, especially because I travel a lot," she says happily. Asking people to repeat themselves is quickly becoming a thing of the past.

A return to peace of mind

The change also made itself felt in her social life. Conversations became easier again; meeting friends became more relaxed. "I like to be around people again, to listen in a relaxed way, without having to constantly think about what they might have said or make an effort," says Bartenstein. The fact that her hearing aid is barely noticeable is an additional plus for her. "Often, others don't notice until I tell them about it myself."

Looking back, it's clear to her that taking that step – having another hearing consultation – was important. She recommends to anyone who is unsure or notices changes in their hearing that they seek advice and try different options. "Good hearing makes me more confident – in all my activities," says Esther Bartenstein. For her today, good hearing means one thing above all else: taking part in everyday life again, simply as a matter of course – calmly, confidently and with joy.

“ Good hearing makes me more confident.”



"We need to overcome prejudices."

For years, Tony Cetinski, a well-known Croatian musician, lived with "humming in the head" after his performances, as well as hearing loss. Only when the psychological strain became too great did he decide to seek help. Today, as a brand ambassador for Neuroth in Southeast Europe, he is actively involved in breaking down prejudices.

BY MARES KOHLMAYR •

"If a musician is offered the ideal conditions, they can play for two days straight, no problem. They're not tired, they're just having fun. Now I enjoy every single note." – Tony Cetinski is describing the noticeable change that hearing aids and a customised in-ear monitoring system have made for him. However, the well-known Croatian musician was reluctant to seek professional help for a long time beforehand: "For many years I just put up with it and thought it was normal that after a concert, when you go to sleep, your ears ring for a while – until it took longer and longer for the hum to disappear." Cetinski began to feel increasingly uneasy: "Having to ask other people

to repeat what they'd said, and driving my family crazy because they had to turn up the TV so loud for me – that made me very uncomfortable."

When it reached the point where his hearing loss was also having a severe professional impact and the passionate musician no longer dared to record live performances, he came to a decision: "I listened to some of my live recordings and found that while I wasn't singing totally wrong, I was always somewhere between the notes. I have a very good musical ear, but I just couldn't hear the frequencies clearly any more. And if I start with the wrong note, I stick with it, and in the end the whole song sounds wrong to me. I just knew I had to do something."

"Music is fun again"

That "something" went like this: after doing some online research, he took himself off to the nearest Neuroth hearing centre for an initial hearing test. "I was diagnosed with a significant hearing loss, and decided

To be honest, it's wonderful to wear hearing aids.



BACK AT THE PERFECT FREQUENCY.

to go with the Phonak Infinio hearing aid, the latest model. I'm very pleased with it. And that's not all: I feel very comfortable with Neuroth, as if they were part of my family. This is perhaps even more important to me than my actual hearing."

When this crowd-puller, who is particularly popular in Southeast Europe, appears on stage, he also uses an in-ear monitoring system, also from Neuroth. "All the musicians in my band use this individually tuned hearing solution – it has changed everything! The sound is just perfect and music is fun again."

Have an honest conversation with yourself

Many people still have to get past their own reluctance to seek professional help in the event of hearing loss. Cetinski is also familiar with this feeling, but now he



knows better: "Yes, I was also a little hesitant initially. Because first you have to admit that it's not just a question of age – it can affect anyone. Sometimes you just have to look in the mirror and have an honest conversation with yourself – and then act promptly, because it won't get any better on its own." Today, the musician is actively involved in breaking down prejudices as a brand ambassador for Neuroth. "I don't hide my hearing aid – on the contrary, I talk about it often and openly. I speak from the bottom of my heart, from my own experience, about how I feel now that I can hear well again. To be honest, it's wonderful to wear hearing aids."

INNOVATION

5
years in Lebring

TECHNOLOGY & PROGRESS



The following pages are all about the progress and ideas that drive Neuroth forward as a company. From new solutions and services to new technologies used in manufacturing.



IN THE SPOT- LIGHT



W



Small, smaller, smallest.

Neuroth has expanded its hearing solution portfolio with another innovation: the "Viennatone Pace 8", released in 2025, is the first rechargeable hearing aid in miniature form, opening up completely new worlds for customers.

BY MAGDALENA ROSCHITZ •



The miniature in-the-ear hearing aid "Viennatone Pace 8" is the smallest rechargeable model from Neuroth, adding to the existing hearing solutions from our own exclusive brand, Viennatone. The integrated rechargeable battery with up to 28 hours of running time, plus the travel charger that goes with it, offers hearing-aid wearers extra comfort – whether at home or on the go. Many customers choose the new model for exactly this reason: they can wear their hearing solution in their ear for a long time without issues and then easily recharge it overnight. Hearing aid models like these are clearly in high demand: "More and more people are opting for rechargeable hearing aids – in Switzerland, the proportion of hearing aids with rechargeable batteries is already 74 %, and in Austria it's 58 %," says Neuroth CSO Rik van Dijk.

Special technological features

The new Viennatone Pace 8 is the ideal option for all customers who want to wear their hearing aid in their ear instead of behind it. However, its almost invisible design is not its only feature: it also boasts very good sound quality in noisy environments. It can also be connected to a smartphone. Hearing-aid wearers can use an app to conveniently adjust settings and, for example, control the direction from which voices should be amplified.

Like the other two Viennatone models, the new Viennatone Pace 8 is completely individually configurable thanks to our modern, three-stage upgrade concept. After all, hearing solutions should

16 MILLIMETRES

The Viennatone Pace 8 is 16 millimetres small and thus virtually imperceptible in the ear.

change and adapt along with the wearer themselves. At the request of hearing-aid wearers, additional features can be activated on all Viennatone models as required. The Premium, Pro and Max upgrades unlock new features such as improved noise reduction, a fuller music experience and even more precise situation detection.



Customised hearing experience

Viennatone is particularly aimed at active and digitally savvy customers and encourages them to see their hearing solution not as an inconvenience but as an enrichment. In particular, the upgrade concept enables an optimal, individually tailored hearing experience for hearing-aid wearers. Conversations in quiet or noisy environments, carefree concert experiences, and even the automatic suppression of annoying impulse noises and wind sounds: all are possible, enabling customers to enjoy carefree day-to-day lives in control of their hearing.

A successful launch in Southeast Europe.

The Viennatone brand has been established in the DACH region since 2024. "We are very satisfied with the launch of our own brand,"

says CSO Rik van Dijk. "With our Viennatone smart hearing solutions, we are reaching a younger target group that embraces modern technology and personalised flexibility in equal measure."

Thanks to the success it's had to date, Viennatone has now also been introduced in the Neuroth hearing centres in Southeast Europe: first in **Slovenia and Croatia**, last year, with a launch to follow in **Serbia and Bosnia-Herzegovina** this year.

It's the quiet moments that count.

Aiming for more restful nights and relaxed days: Georg Mausser has been testing the impact of custom-made sleep hearing protection on his life as a student.

BY GEORG MAUSSER •

It's just before midnight. I'm lying in bed, trying to go to sleep quickly, so as to be rested for the day ahead. But, just like every evening, I hear footsteps in the hallway, the sound of the lift, and the tenant above me doing chin-ups late at night. I usually try to block out these noises, without success. Tonight, however, I try something new. I reach for my custom-made Earwear Sleep hearing protection from Neuroth to put an end to my sleepless nights. But let's start at the beginning.

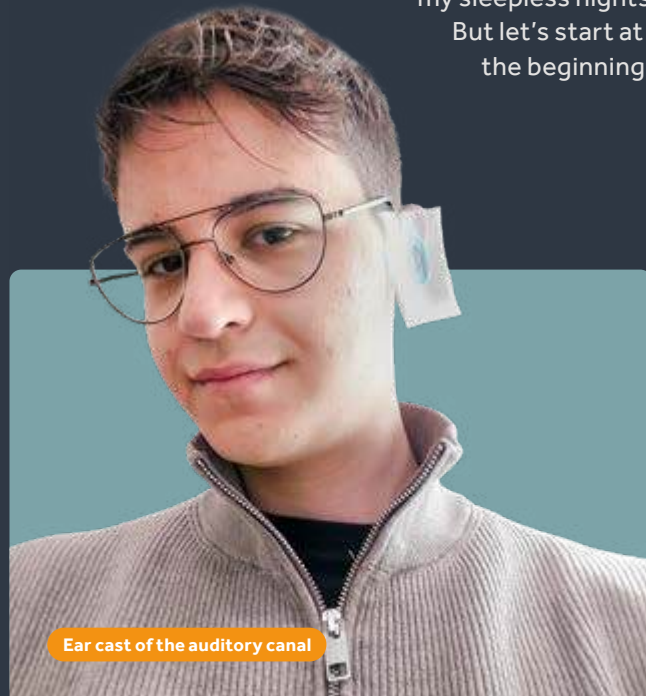
From ear cast to personal hearing protection

First of all, my hearing protection has to be custom-made for me. I have made an appointment at a Neuroth hearing centre for this purpose. An acoustician looks after me and takes down my medical history before starting to make a cast of my auditory canal: a piece of cotton is put into my ear canal, followed by a cool silicone putty that gradually expands. After about two minutes, I feel a cracking in my ear – the putty has hardened and is taken out. I look at the casts of my ear canal with amazement. The acoustician enquires about my personal preferences in terms of sound insulation and colour, and then my appointment is over. The casts then travel to the Neuroth Supply Centre, where each hearing protection device is custom-made.

Two weeks later, I hold my finished earwear hearing protection in my hand, packed in a compact box, which includes a cleaning kit. The first time I put them in they feel strange, but they fit like a glove in my ear canal. I notice the sound insulation immediately. The soundscape around me fades away almost completely and I feel like I'm in my own personal quiet zone. After a brief check to make sure they fit, I can finally try out my hearing protection for real.

My nights with Earwear Sleep

As soon as I use my new ear plugs, I notice how, suddenly, everything feels more peaceful.



Ear cast of the auditory canal

The noises from the hallway are more subdued and seem far away, barely perceptible. The Earwear Sleep – as the product is called – still feels a bit weird, but by no means annoying. I fall asleep much faster than usual – not suddenly, but more like slowly sinking into the bed. In the mornings, I often wake up sleepy and pretty exhausted, but not this time. I can tell I slept soundly. Over each of the following nights, I have a similar experience. My sleep feels more restful and my body more rested. My ear canals also become fully accustomed to the ear plugs after a few days, to the point where I hardly notice them once they're in.



Earwear Sleep



55 DECIBELS

Noise pollution can cause concentration difficulties and increased stress. Hearing protection helps attenuate ambient noise comfortably, without completely eliminating it.

More peace and quiet when daily life gets noisy

In the following days, I also test my new hearing protection outside the bedroom. Because annoying noises aren't just a night-time problem, they're a constant part of everyday life. When studying in the library, for example, where whispered conversations from the neighbouring table mean the promised peace and quiet rarely materialise. With the Earwear Sleep in your ears, everything feels muted, as noises lose their sharpness and fade further into the background. I find it easier to concentrate.

I also try out the hearing protection on the train home. An environment that's not always conducive to relaxing, owing to conversations, the sounds of the engine and announcements. This time, everything sounds much less noticeable, almost imperceptible. I even fall asleep for a while, which I never usually manage.

Little helpers, big impact

What began as a product test developed into a self-observation of how much noise I am actually exposed to on a daily basis and how much of it I can actually tolerate. These hearing protection plugs are small, soft and inconspicuous. But they create exactly that quiet space that I often need – especially at night, but also during the day when the world gets too noisy for me. They do not create complete silence: they create calm and focus. And sometimes that's the greater luxury.



Ear casts

A hearing protection campaign with earwear

Noise is one of the biggest risks to healthy hearing. Prevention is therefore becoming increasingly important. With its new company, earwear GmbH, the Neuroth Group has gathered its expertise on hearing protection into one place specifically to meet growing demand.

BY GEORG MAUSSER •

Long-term hearing damage can occur at noise levels as low as 85 decibels, including in everyday life – at work or at concerts. But it is not only noise sources that are proliferating nowadays: awareness of hearing health is also increasing significantly, especially among young people. “Awareness of maintaining one’s health is increasing dramatically. And that includes hearing,” explains Robert Kacalek, managing director of earwear.

The Neuroth Group realigned its hearing protection business with the founding of earwear GmbH in summer 2025. All activities related to custom-made hearing protection are now housed under one roof. Kacalek sees great potential in this, for both private and industrial customers.

Durable, practical, in demand

There is a clear trend in the market towards long-lasting, reusable products. And in industry, the demand for certified hearing protection is growing. earwear is responding to this development with a wide range of solutions. From sleep protection and music filters to sporty solutions such as the Earwear Swim. There is great potential for the future in the sports

sector in particular. The Austrian winter sports team was equipped with the Earwear Sleep for this year’s Olympic Games. “A key component of effective training is sleep,” says Kacalek.

The direct route to new customers

Hearing protection is to become more accessible in the future. The universal hearing protection product Earwear Intro has therefore also been available in our online shop since last year. There are also plans to sell the Intro product family in brick-and-mortar stores, as well as in hardware shops and via health and beauty retailers.

The long-term goal is clear: “By 2030, we want to be among the top five providers of high-quality hearing protection in Europe.” To achieve that, we need courage, speed and focus.



More information about hearing protection and earwear can be found online!



“A key component of effective training is sleep.”

ROBERT KACALEK

Efficiency meets precision.

New scanners for ear casts.

More than 50 Neuroth hearing centres in Switzerland were equipped with new 3D scanners for digital ear casts in 2024, with the aim of shortening delivery times for customers. The project was successfully expanded last year.

BY SARINA PINCZAR •

To create customised hearing solutions, an ear cast must be made. This involves taking an impression of the shape of the ear using a special kind of putty. Before the new 3D scanners were introduced, these casts had to be sent by post to the central Neuroth Supply Centre in Lebring (Austria), so that ear moulds could be produced using the casts. Hearing centre manager Helena Pälchen describes just how complicated this process was, especially for Switzerland: “After the ear casts had been made manually, the casts had to be carefully packed, and then a customs note and a package order had to be created. On average, it took two to five days for the parcel to finally arrive in Austria.”

Innovation and integration

To overcome these challenges, the first ear cast scanners were finally tested in Swiss hearing centres as part of a pilot project. The scanner transmits the scan data of the ear cast directly to the production facility for seamless integration into the existing Neuroth systems. “This work process takes place without any manual intermediate steps,” explains the delighted acoustician.

The digital transformation

With the introduction of 3D scanners, customers receive their products much faster and benefit from increased reliability, as there is no need to post the ear casts. The digital process also increases security, as ear casts can no longer be lost or damaged in the post. Reducing transport routes and packaging

1,100 PARCELS

used to arrive at the Neuroth Supply Centre in Lebring from Switzerland on average every month, of which around 50 % contained only ear casts. Thanks to the digitalisation of the ear cast process, transport costs and packaging materials are now being saved.

material promotes sustainability too. Helena Pälchen sums it up: “Overall, this means shorter waiting times for our customers, more transparency and the good feeling of being part of a sustainable process.”

Future prospects

In the meantime, the project has been expanded further. In Switzerland, the equipment has already been fully rolled out, meaning that all the hearing centres there now have ear cast scanners they can use. In Austria, the first hearing centres were equipped with the new scanners in January 2026.

Use of the scanners is also planned in Germany, Serbia and Bosnia-Herzegovina. The aim is to establish a standardised digital scanning process across the Group.

TWO LOCATIONS, ONE GOAL.



Greater efficiency and customer proximity – an interview with CEO Lukas Schinko.

Neuroth's Group-wide Supply Centre was opened at the Lebring site in Styria five years ago. CEO Lukas Schinko talks about successes, innovations and the next milestone: the new second production site in Belgrade.

BY MARES KOHLMAYR •

Five years of production and logistics in Lebring – what does this special anniversary mean to you?

Lukas Schinko: Five years of the Lebring Supply Centre – that makes five years of pioneering spirit, hard work and important learning curves. In 2020, owing to space constraints, we took the major step of relocating our production and logistics to this site in Lebring. Of course, it felt strange at first. We had to say goodbye to our former company headquarters – and family headquarters – in Schwarzenau, where we had been for many years. But that makes me all the more proud today when I walk through our Group-wide Supply Centre, which reliably supplies our customers all over Europe. We have created a modern site that brings us even closer to our customers and enables us to work more efficiently.

What are you particularly proud of about this anniversary?

What makes me particularly proud is the difference we make every day as a team. Our quality, reliability and a willingness to tackle new challenges. Over the years, we have advanced our production and logistics site in a series of steps, both big and small – from equipment and digitalisation to new technologies and structures. Our motto, "Better hearing, better living", is not a slogan but an expectation we place on ourselves. The same goes for our Hearing Experience World, which has already allowed us to impress many visitors.

From looking back to looking ahead: what are the next steps?

We are currently seeing our commitment in Serbia and Bosnia-Herzegovina pay off, with demand for individual hearing solutions rising steadily. Southeast Europe is an important future market for the Neuroth Group. That is why we are building a

second production site in Belgrade, which will improve our local supply and shorten the routes to the two non-EU markets. Until now, our ear moulds have been produced exclusively in Lebring. This now amounts to around 208,000 pieces per year. In light of the increasing demand in Serbia and Bosnia-Herzegovina, we are taking this major step in order to be able to supply our customers there even better and faster. The new site will include 3D-printing-supported production of ear moulds and a central logistics hub for Serbia and Bosnia.



MORE ABOUT THE LEBRING SUPPLY CENTRE





HEARING JOURNEY

through our day-to-day work.

A soft murmur can be heard. An empty trolley bumps over a small step. A machine that produces packing material for shipping packages rattles away in the background. Someone laughs – a hearing journey through Neuroth's central production and logistics site.

BY SOPHIE PURKARTHOFFER •

After five years at the Supply Centre in Lebring in southern Styria, the employees in the warehouse are already familiar with this background noise. Just as they are with the work they do every day. "Rip, rip, rip," and the next parcel, containing an ear cast and the corresponding customer data, is opened and checked. Everything's in order. Then we continue to our next stop. A big office, lots of computers, and more soft murmuring. This is where the ear cast is scanned. Accompanied by countless mouse clicks, the quiet murmur is interspersed with the beeps of a barcode scanner being used to ensure that the ear

casts match the given data. The ear cast is now ready for modelling on the computer at the back of the lab.

3D printing at record speed

The two areas are separated by a grey acoustic partition wall hanging from the ceiling, with the inscription "HÖRSTÄRKE" (Hearing Power). The mouse clicks speed up back here. For the first time, a radio can be heard playing quietly in the background. "Don't you know..." comes out of the loudspeakers, just as the modelling is ready for 3D printing. The room is bright, glazed all around, and even though nothing is being

INNOVATION



REPORT: LEBRING SUPPLY CENTRE 41



Our Lebring Supply Centre extends over an area of **4,835 square metres**.

printed right now, it buzzes as if 20 computers were working at full speed. When you open a 3D printer, the background noise changes as if you had turned on a hair dryer. One and a half hours later, the new ear moulds are printed. They are then treated and cleaned with alcohol and a light-curing device. Now they are biocompatible and ready for reworking.

More than just the finishing touches

Upon entering, it becomes clear that maximum concentration is required here. The employees sit, absorbed in their work, accompanied by the sound of soft music via their own headphones. In front of each person there is a large magnifying glass, through which the ear moulds suddenly no longer seem so small. In their right hand they hold a milling cutter, very similar to the ones dentists use. In their left hand, the ear mould – straight from the 3D printer. If you look over their shoulder, it becomes clear that precision and patience are required. "Bzzzzzz, bzzzzzz, bzzzzzz" goes the constant milling noise, over the sound of the radio in the background. It is reminiscent of the atmosphere in a dentist's waiting room. Here, however, there is not only milling going on but also painting and engraving. Each finished ear mould still needs to be marked with the right name and serial number.

In the rear part of the production facility, these tailor-made hearing protection solutions for customers are finalised before they go to quality



control. Then the ear moulds, in which the electrics have already been installed with dexterity and a good deal of patience, continue to their penultimate stop: quality control.

The final check

Countless small boxes in different colours are stacked here across 15 square metres of floor space. Inside are the finished hearing aids, along with information on the respective customers, printed on a small piece of paper. A green box is taken from the stack. The hearing aid is taken out and put under a big magnifying glass, and another check is made to ensure that everything is working. Here too, there is the beep of the barcode scanner in the background. Then two more beeps from the label printer in the right-hand corner of the room. The hearing aid meets the high quality standards of Neuroth. The label with this information is affixed to the customer slip.

A soft murmur can be heard. A full trolley rolls over a small step. There is a rustle; packing material is placed next to the hearing aids in their packaging box to protect them. Someone laughs – the finished hearing aid is ready to accompany a customer on their personal hearing journey.



208,000 custom-made ear moulds produced in total in the past financial year by Neuroth employees in Lebring by means of 3D printing and precise manual work.

#WEARE NEUROTH



PEOPLE & CULTURE

#weareneuroth represents everything that makes Neuroth stand out as an employer, and shows who we are. This section is dedicated to the people behind Neuroth: our team, our culture, and the diverse career paths.

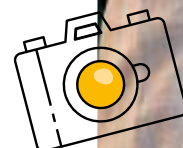


URE IN THE SPOT- LIGHT



HIGHLIGHTS OF THE FIRST NEUROTH SUMMIT

Under the motto “1 voice – 8 echoes”, around 1,000 employees from 8 countries joined forces in March 2025 for the first Neuroth Summit in Ljubljana, to look to the future together. They enjoyed a weekend full of inspiring lectures and interactive exhibition booths, focusing on training and further education. There was also plenty of networking and team activities.



Welcome to Ljubljana!

The official starting signal for the first Neuroth Summit was fired on 14 March 2025 in the Slovenian capital. Around 1,000 employees turned Ljubljana yellow and sea-green – with colourful umbrellas and backpacks.

The participants explored the city together via a quiz app. One highlight that awaited the participants in Tivoli Park was “The World of Sound and Silence” art exhibition, which was organised by Neuroth together with the Ljubljana Institute for the Deaf and Hard of Hearing.

The stage programme at the Welcome Evening officially kicked off the Neuroth Summit. In addition to Neuroth CEO Lukas Schinko, Supervisory Board Chairman Gregor Schinko, Managing Director SEE Peter Jagodič and Slovenia Director Robert Lepener took to the stage.

Before everyone headed for the food trucks serving traditional food from every Neuroth country, there was a dazzling dance display, featuring company founder Paula Neuroth in virtual form.

Moving into the future with team spirit and innovation

Saturday began with a forward-looking keynote speech by CEO Lukas Schinko, which included a presentation on the direction in which Neuroth will develop over the next five years – with a particular focus on customer delight. The exhibition stands at the Neuroth Fair then opened up, promoting the new corporate values and innovative spirit and enabling visitors to obtain information and exchange ideas.

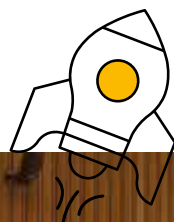
In addition, the Neuroth philosophy, which had been jointly revised in advance, was presented for the first time in both printed and digital form – including by the Neuroth ambassadors.

“Let me hear your voice!”

The grand finale on Saturday was Neuroth Night, where everyone had the opportunity to round off the summit weekend with music and delicious goodies at various live cooking stations. And on the stage, special guest Tony Cetinski made many fans’ hearts beat faster.

6 VALUES

In addition to the corporate strategy, the summit focused on Neuroth's six new corporate values: passion, team spirit, responsibility, customer delight, trust and future orientation.

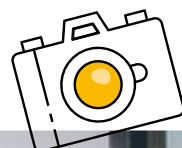


Next page:
the summit in
pictures!



With one voice and many colourful programme highlights, we brought some of Neuroth's Hearing Power energy to Ljubljana. Around 1,000 employees from 8 countries turned the first Neuroth Summit into a real highlight of the year.

Snapshots in yellow and sea-green with Neuroth founder Paula at Ljubljana Castle



Let me hear your voice!
Neuroth Night was the grand finale
of the joint Summit weekend



The cornerstones of the
Neuroth strategy for the
future were presented
during the Forum
of Excellence



Let's talk about values: the bedrock
of the Neuroth philosophy



From lone fighter on the slopes to team player at Neuroth.

Silvan Zurbriggen spent many years on the slopes. As a professional skier, he raced his way to the podium at the Olympic Games and World Championships, as well as other competitions. Read on to find out how, after his skiing career came to an end, he moved on to his second passion – hearing acoustics at Neuroth – and how he is able to experience team spirit here.

BY LARISSA BUCHRIEGLER •

Skiing shaped Silvan Zurbriggen from his childhood days. He grew up in the Valais region of Switzerland, got his first skis at the tender age of three and competed in his first races at the age of nine. After starting out as a slalom specialist, Silvan Zurbriggen developed into an all-rounder in the skiing world. He celebrated his greatest achievements at the 2003 World Championships in St. Moritz, where he won a silver medal, and in the "super combined" at the 2010 Olympic Games in Vancouver, where he won bronze.

The end of a career

Owing to health problems, Silvan Zurbriggen had to step back from skiing in 2015. "I was actually on the right track in the winter," says Zurbriggen. But his back problems got worse and worse, leaving him with no other option but surgery. "Because of that, I decided that it wouldn't make sense to continue without that confidence in my body and the necessary instinct," he says, explaining why he retired.

His wife Nathalie and Neuroth

After the end of his skiing career, Silvan Zurbriggen first worked as a banking specialist for his skiing sponsor. He eventually found his way to Neuroth through his wife, Nathalie, who has been working at Neuroth since 2008. "I'd always been impressed by how much she enjoyed going to work every day," he says.

Zurbriggen started his training as an acoustician in Innsbruck, and later qualified as a master hearing aid acoustician. He has been part of the Neuroth team since 2017, and has been in charge of the Brig and Visp hearing centres in the canton of Valais since 2019. Silvan Zurbriggen's wife previously worked in this role but, for family reasons, he then took it over.

The feeling of giving back

Zurbriggen can now share his passion for the profession of acoustician with his wife. He finds it particularly fulfilling when customers get to try out their hearing systems for the first time: "That moment is unique, because you know that you can restore this person's quality of life." For Zurbriggen, the gratitude that people feel in these situations is what makes his job so rewarding.

He also feels grateful when he thinks of his team: "There's an incredible sense of togetherness, being there for each other, helping and supporting." But to start with, he had to learn to delegate tasks and occasionally ask for help. "It's not something we really do in individual sports. You can't just ask someone: 'What kind of ski should I use today?'" says Zurbriggen.

Two different fields, one thing in common: whether in skiing or as an acoustician, the constant motivation to find the best solution is a skill that Silvan Zurbriggen can use in both areas.



Hearing: a matter close to his heart

The former ski star has now spent several years successfully passing on his knowledge of hearing to his customers. But even before his career at Neuroth began, the subject of hearing played an important role in his life. He talks about his hobby as a hunter and how hearing protection has always been very important for him, especially in order to maintain good balance when skiing: "I've never fired a shot without hearing protection."

Silvan Zurbriggen became even more aware of the issue of hearing when his father suffered hearing loss. It has become a matter close to his heart: "Just as I once had a passion for skiing, today I can proudly say 'I'm an acoustician'." And he knows how important it is not to lose patience: "Don't give up if something doesn't work – try again." Zurbriggen's openness and pursuit of constant optimisation have come in useful not only for skiing but also now at Neuroth. "I try to adapt our products to every customer as if they were for myself," he says with a grin, declaring himself happy to go above and beyond sometimes.



A heart for people and animals.

Be a positive influence on the lives of others – that is the motto that Vanja Kisin lives by. She is an acoustician in Serbia, as well as a speech therapist, helping children who are affected by hearing loss, among other things. She uses her free time to find homes for stray animals.

BY MARES KOHLMAYR •



Vanja Kisin has been an acoustician at Neuroth in Belgrade since June 2021 – and she's passionate about her work: "I was fascinated by the idea of working at a company that uses knowledge, commitment and modern technology to improve people's quality of life. I was immediately impressed by the professionalism of the team and their empathy towards customers, as well as the technical equipment, modern diagnostics and digital solutions."

Everybody's ears and hearing level are different, and therefore so is their perfect hearing solution. "I think the focus on this individual approach is good and important. I also quickly realised how much the customers appreciated my help and my response to their individual needs, and how much my work has a direct impact on their lives – that's the greatest thing for me."

"My work combines science and empathy"

She sees her role as an acoustician at Neuroth as dynamic and responsible: "The profession combines science and empathy," she says. "I've always been interested in audiology, as well as hearing aid technology. Adapting hearing aids is the most interesting thing for me."

At the same time, however, the focus is clearly on the person, and it is important to give customers a feeling

of confidence and understanding. This combination makes the work so exciting for me."

Every day, the enthusiastic acoustician draws her inspiration from the impact of her work: "I'm motivated by the fact that my actions are changing a person's life. Since I live not far from the hearing centre, many customers are my neighbours and acquaintances. That obviously increases my ambition to do good work even more. My best moment at Neuroth was when I was able to adjust the hearing aids of a teacher from my primary school."

In addition to her full-time job at Neuroth, Vanja Kisin works as a speech therapist. In that role she helps children, some of whom are affected by hearing loss and suffer from an articulation disorder as a result (see information box). "So I can apply my knowledge of hearing aids here too," she says.

"My best moment at Neuroth was when I was able to adjust the hearing aids of a teacher from my primary school."

Providing help where it is needed the most

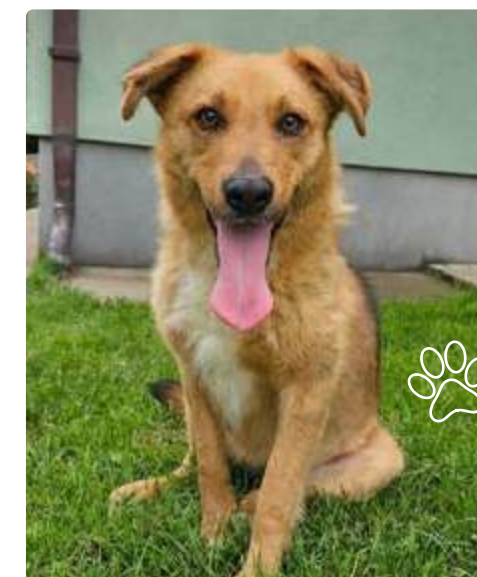
Vanja Kisin also likes to help others in her free time: "I look after animals – especially dogs and cats. I take them for walks, feed them, play with them and give them the help they need. It is particularly important to me that abandoned animals find a new and safe home, so that they no longer have to live on the street or in a shelter. I take care of those that need help the most."



This isn't always so easy, considering the abundance of stray four-legged creatures, as the animal-lover admits: "Unfortunately, it is not always possible to help all of them; some of them don't get a home." But Vanja Kisin's social commitment remains steadfast.



An **articulation disorder** is a type of speech sound disorder caused by hearing loss. It occurs when those affected cannot pronounce sounds or sound combinations correctly due to a hearing impairment, which leads to problems with pronunciation and speech comprehension.



#weareneuroth

Diversity, ambition and team spirit: a recipe for success.

In 2025, as in previous years, Neuroth employees were asked to get moving, try things out and experience new things together. Under the motto #weareneuroth, there were a number of sporting challenges and creative activities on the agenda to help improve employee health and cooperation. And once again, donations were made to good causes.

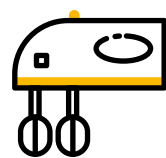
BY HENRIKE PITZKE •

Cooking together – with heart and soul

Under this motto, more than 100 employees from different countries took part in the first Neuroth cooking event. External culinary professionals were brought in to assist participants in preparing a four-course meal on a livestream. Whether cooking alone or as a group, everyone was infected by the joy of working alongside each other in the kitchen.

At the end, the participants proudly presented the dishes they had made – a moment that clearly showed how cooking brings a team together in a whole new way.

The event was organised by Neuroth employees as part of the internal Ambassadors Programme.



67,639,699 steps



Silvia Vollnhofer

Viktoria Gritsch

Exercise more with Hearing Power

To promote exercise in their daily lives, many employees took part in a wide range of sporting activities and challenges this year. The Wings For Life World Run has a long tradition at Neuroth: 38 colleagues covered an impressive distance of 362 kilometres between them.

From April to June, the virtual Group-wide Steps Challenge also took place, for the second time. With 142 participants across 102 teams, a total of 67,639,699 steps (about 35,264 km) were racked up. A virtual stop was made in each country to learn interesting facts about hearing from all over the world. Thanks to the sporting commitment of numerous employees, Neuroth donated 3,000 euros to a good cause.

"Our efforts have paid off"

Silvia Vollnhofer and Viktoria Gritsch, two acousticians from Austria, won this year's Steps Challenge. For two months, as the "Bumblebees" team, they did everything they could to keep moving regularly.

They signed up in April, just for fun. Soon the pair were well ahead, which motivated them to stick to it. "We pushed each other. Whenever one of us did something active, we immediately let the other know via WhatsApp, so as to motivate her," explains Vollnhofer.

They kept fit with daily exercise sessions, such as cycling to work and long walks with the dog. Longer hiking and cycling tours were added on weekends. Together they covered a total of 1,340 kilometres, although keeping up the exercise was not always easy.

"The biggest challenge was not to end up on the couch at home, exhausted after work – we just called it a 'wellness oasis' – but instead to slip on your sports clothes straight away and go outside. And not just the once, but for eight weeks," laughs Viktoria Gritsch. But for Silvia Vollnhofer, one thing is certain: "The great thing about exercise is that you also become mentally stronger, you go outside your comfort zone and see what you can actually achieve."

Backpack on, camera out: A backpack travels around the world

As part of this year's Backpack Challenge, the Neuroth backpacks, which were handed out at the first Neuroth Summit in Ljubljana in spring, became loyal companions for many employees. From June to September, employees collected more than 60 snapshots of their favourite experiences, whether in the mountains, at the seaside or in a new city – the Neuroth backpack was always with them.



3rd place:
Nikola Slickovic

1st place:
Anita Schöninger



2nd place:
David Wanderer



Christmas donations to families in need

Last year, donations were made not only as part of the Steps Challenge but at Christmas, too, with some Neuroth countries using the occasion to support people in need. With a donation of 20,000 euros to the "Ö3-Weihnachtswunder" ("Ö3 Christmas miracle") campaign, Neuroth Austria supported the "Licht ins Dunkel" ("A Light in the Dark") emergency relief fund. The fund benefited families and people in need, not only

€ 20,000

was donated to the Ö3-Weihnachtswunder campaign by Neuroth Austria to support families and people in need.

in 2024 but last year too. "Particularly during the Christmas season, it's important to stop and think of those who need help. The Ö3-Weihnachtswunder campaign, organised by the Austrian radio station Hitradio Ö3, moves many people every year. With our donation we want to make a contribution, to give hope and support to people in need," said Ronny Bauer and Daniel Kaura, Managing Directors of Neuroth Austria, who handed over the symbolic donation cheque in the Ö3 studio.

Neuroth Switzerland also continued its tradition of donating at Christmas. In 2025, it supported the international Hear the World Foundation, which gives children with hearing loss access to audiological care, by donating 5,000 Swiss francs.



The Neuroth approach: Who we are



Clear statements on issues such as diversity or equality are becoming increasingly important, especially when it comes to positioning ourselves as an employer, but also when dealing with the media. Drawing on its distinguished history and strong values, Neuroth is authentic and resolute in its opinions. COO Barbara Tscheliessnigg on the newly defined behaviours and approach.

Why is our approach important?

Barbara Tscheliessnigg: Based on the strong foundation of our Neuroth philosophy, we have taken the next step and answered the very specific questions that we are asked in job interviews or by journalists. Our approach describes very clearly how we present ourselves as an employer and partner. This will allow us to target our behaviour and communication even more effectively.

What topics are encompassed by the Neuroth approach?

The approach covers myriad topics. These range from questions about diversity, equality and work-life balance, to treating each other with respect and our informal culture, to issues such as working from home and balancing work and family life.

What is Neuroth's position on diversity, for example?

Diversity is not a trend – it is a necessity in a globally networked world. At Neuroth, we embody diversity every day: in collaboration, in dialogue and in the many perspectives that each individual brings to the table. Because our differences make us stronger together: they promote creativity and innovation – and lead to better solutions for our customers.



7 languages spoken:

German, English, French, Slovenian, Croatian, Serbian and Bosnian.

25 nationalities:

from A for Afghanistan to U for Ukraine.

43 years old: this is the average age at Neuroth. Our youngest team member is 16, the oldest over 75!

Winning the Employer Branding Award

Our commitment to a strong employer brand pays off: every year, the Employer Brand Managers Club awards prizes for DACH projects that increase the attractiveness of companies as employers. Neuroth took part for the first time in 2025, putting forward the strategic positioning of its employer brand for consideration. "We were excited to see how we performed in an international comparison – so we are all the more pleased about our second place in the Strategy category!" says Marko Warum, who heads the HRM Competence Centre.



