

## Sivantos Celebrates New Milestone with Major UK Industry Event Wins

- **Sivantos took home the prestigious “Best Innovative Product” accolade, for the recently-launched Styletto**
- **“Best Marketing Support for the Association” award reflects the deepening partnership between Sivantos and UK independent hearing healthcare professionals**

Sivantos has won two key accolades at the Association of Independent Hearing Healthcare Professionals (AIHPP) “Golden Lobes” awards, taking home one award for Styletto for “Best Innovative Product” and another prize for “Best Marketing Support to the Association.”

With 70 high-end independents on their roster, AIHPP is the most prominent association of independents in the UK and their membership includes many of the most significant players in our industry. These awards mark the first time Sivantos has been recognized by AIHPP and the wins underscore our growing importance to the UK market.

Explained Stuart Neilson, Senior Vice President Global Sales at Sivantos Group, “These awards reflect an important milestone in our deepening partnership with the independent hearing care professionals of the UK.” Continued Stuart, “I would like to take this opportunity to thank the AIHPP members for their support and their votes.”

“These awards show that innovation is in our DNA,” added Maarten Barmantlo, Chief Marketing Officer at Sivantos Group, “and underscore that our contribution to the industry is appreciated and applauded.”

Sivantos won in the category of “Best Innovative Product” for the recently-launched Styletto. This revolutionary product combines elegant design, portable rechargeability and high-tech hearing into stylish hearwear. Moreover, Styletto’s new form factor generates a strong and proven consumer preference.

For more information about Styletto, please visit <https://www.sivantos.com/2018/08/27/sivantos-announces-styletto-stylish-high-tech-hearing-aids-with-portable-charging/>

## Pictures



**Caption:** Sivantos has won two key accolades from the Association of Independent Hearing Healthcare Professionals (AIHPP), one for our recently-launched Styletto for “Best Innovative Product”, and an award for “Best Marketing Support to the Association.”

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**Caption:** The AIHPP’s “Best Innovative Product” for 2018: the Sivantos Styletto.

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### About the Sivantos Group

The business operations of the former Siemens AG hearing aid division have been combined into the Sivantos Group since early 2015. Sivantos can look back on 140 years of German engineering and countless global innovations.

Today Sivantos is one of the leading hearing aid manufacturers worldwide. With its around 6,000 employees, the group recorded revenues of 967 million euros in the fiscal year 2016/2017 and an adj. EBITDA of 238 million euros. Sivantos' international sales organization supplies hearing care specialists and sales partners in more than 120 countries. Particularly high value is placed on product development. Sivantos aims to become the market leader in the

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### Sivantos Group

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coming years with its brands Signia, Audio Service, Rexton, A&M, HearUSA and audibene. The owners of Sivantos are the anchor investors EQT along with the Strüngmann family as a co-investor. Sivantos GmbH is a brand license holder of Siemens AG. More information can be found at [www.sivantos.com](http://www.sivantos.com)