

Hear now. And always

Cochlear

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AusMedTech 2023 Adelaide



Our Mission

- We help people hear and be heard.
- We **empower** people to connect with others and live a full life.
- We **transform** the way people understand and treat hearing loss.
- We **innovate** and bring to market a range of implantable hearing solutions that deliver a lifetime of hearing outcomes.



Our strategy

Retain market leadership

Our market-leading product and services portfolio

Growth opportunity

Strategic priorities

A stronger organisation

Cochlear implants



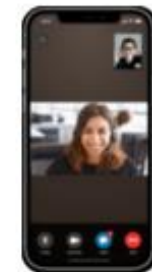
Acoustic implants



Convenience & confidence



Telehealth solutions



Sound processors



Clinical & surgical support



Responsive & convenient service



Cochlear at a glance



Business segments

Cochlear implants*

57%

Cochlear implant systems



Cochlear™ Nucleus® Profile™ Plus with Slim Modiolar Electrode (CI632)

Services*

31%

Sound processor upgrades, accessories & other



Cochlear™ Nucleus® 7 Sound Processor (CP1000)



Cochlear™ Nucleus® Kanso® 2 Sound Processor (CP950)

Acoustics*

12%

Bone conduction systems and sound processor upgrades



Cochlear™ Baha® 6 Max Sound Processor



Cochlear™ Osia® 2 System

Global sales

>\$1.6b

in sales revenue*

~80%

Developed markets

~20%

Emerging markets



48%

Americas

35%

EMEA

17%

Asia Pacific

Market leader

\$200m⁺ in annual R&D

>60% global market share**

700,000⁺ implants sold***



Growing scale

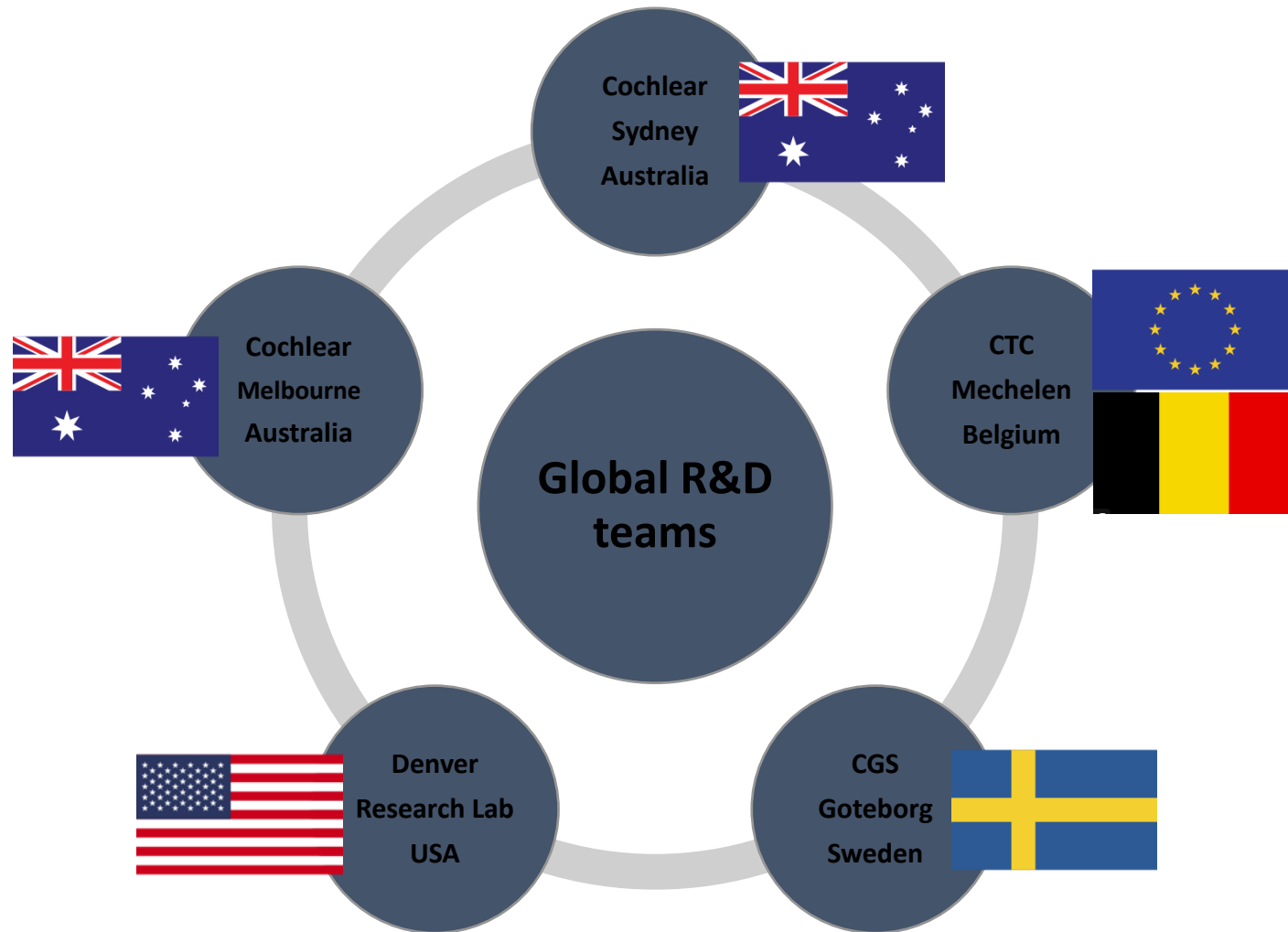
~4,500 employees

100⁺ collaborative research programs

30⁺ countries with direct operations

6 key manufacturing sites

>500 R&D Staff forming a global innovation network



- Over 200 staff in Mechelen
- Over 120 R&D staff in Mechelen
- Biggest R&D centre of an Australian company in Flanders.
- Biggest Australian invest in Flanders

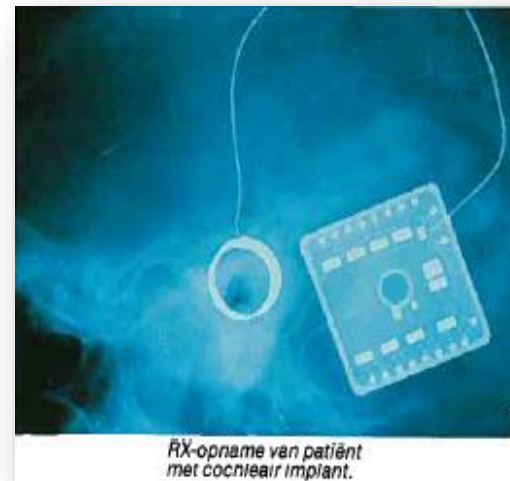
Mechelen, Belgium



History of Cochlear Technology Centre (CTC)



1979 CI Research started



1987 First implantation of Laura-system
1989 Antwerp Bionic Systems n.v." set-up"

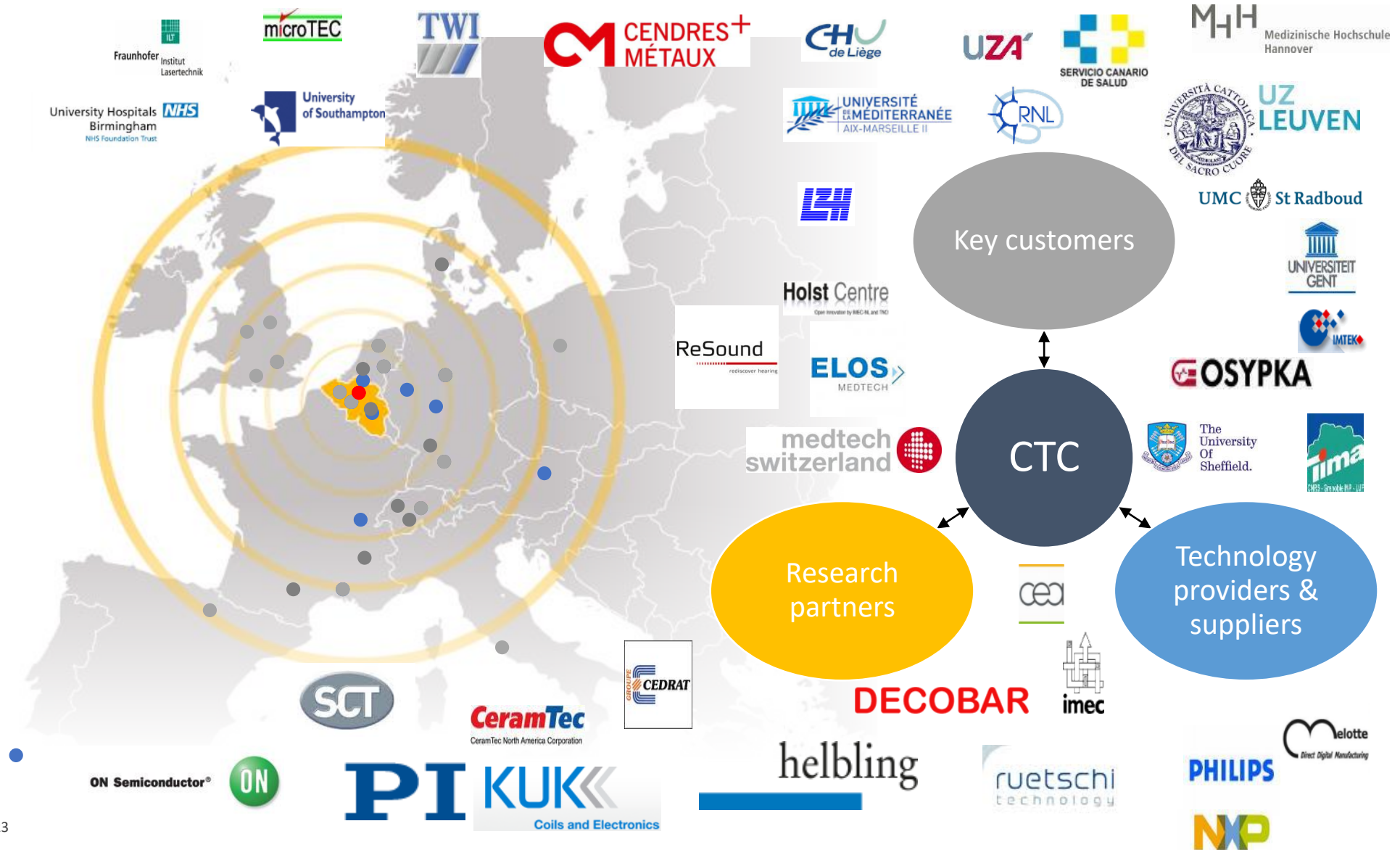
1997



1999



Large network of partners





Cochlear[®]

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www.cochlear.com