



# SOUNDWAVE

## HEARING

Unlocking the OTC Hearing Aid Marketplace



January 2024

# Point of Care Testing Agenda



## A New Clinical Service: Hearing Loss

1. The Market and the opportunity
2. Mission driven business model
3. Our hardware solution – Sontro Self-Fitting OTC Hearing Aid
4. Our software solution – the smart otoTune app
5. The otoTune Assistant - Point of Care Testing
6. Marketing materials – patient brochures, acrylic displays
7. Training and ongoing support for hearing testing
8. Introduction promotion – for a Clinical Service offering

# The Market & The Opportunity



## The Market

- Prescription hearing aids cost on average \$4,350/set<sup>1</sup> (high cost)
- Wait times & stigma discourage testing and fittings (inconvenient)
- Approximately 80% of individuals with hearing loss go untreated (patients that need help don't get it)

## The Opportunity

- *OTC<sup>2</sup> hearing aid law took effect October 17<sup>th</sup>, 2022, allowing for retail distribution outside of the audiology channel*
- Sontro OTC Hearing Aids cost \$749/set or 75% less than prescription hearing aids
- Less than 2 million sets<sup>3</sup> sold per year currently
- 38+ million patients have untreated hearing loss<sup>4</sup>
- Total Addressable Market - \$12 billion

1. Hearing Instrument Association (HIA) Data (pricing range from \$2K to \$8K per set)

2. OTC refers to the Over-the-Counter category covered in a law established as part of the FDA Reauthorization Act of 2017 that directed the FDA to create a category of hearing aids for adults (+18 years of age) with mild to moderate hearing loss

3. Two units make a set

4. National Center for Health Statistics

# Mission Driven Business Model

## Innovating Quality Hearing Care that is Simple, Affordable, Convenient

- **Simple.** With Soundwave, consumers can purchase from a participating pharmacy retailer after their hearing has been tested at retail
- **Affordable.** Soundwave's state-of-the-art hearing aid system is delivered to the consumer for an MSRP of \$749/set and available in grey and beige colors
- **Convenient.** The customizable, clinically validated hearing test is completed in 3 minutes via the otoTune app and the otoTune Assistant tablet



# Currently Available Hardware Solution

## Our Hardware Solution

- Sontro OTC Hearing Aids cost \$749/set and stand out for their exceptional personalization
- FDA Registered Class II medical device under product code QUH – **Self-Fitting** OTC hearing aid
- Modern design includes Bluetooth enabled and 16 channel Receiver in the Canal (RIC)<sup>1</sup> technology
- Designed, engineered and assembled in the USA
- Next generation products to enable streaming (January) and rechargeability (Q2, 2024)



1. Modern hearing aid designs utilize this RIC technology. RIC technology is a tiny wire attached to a speaker that inserts comfortably into the ear canal

# Award Winning otoTune app – Our Secret Sauce

## Our Software Solution

- Clinically verified for quality and efficacy
- Patented 3-minute AI-driven hearing test available on both iOS and Android platforms
- Includes one month free of the Amptify aural rehab app when consumers download otoTune
- Several key features that make us different (from every other OTC manufacturer):
  - **Automatic mode selection – set it and forget it!**
  - **Adaptive directionality – follows the conversation**
  - **Warning messages if not mild/moderate**
  - **1 month free of Amptify aural rehab**

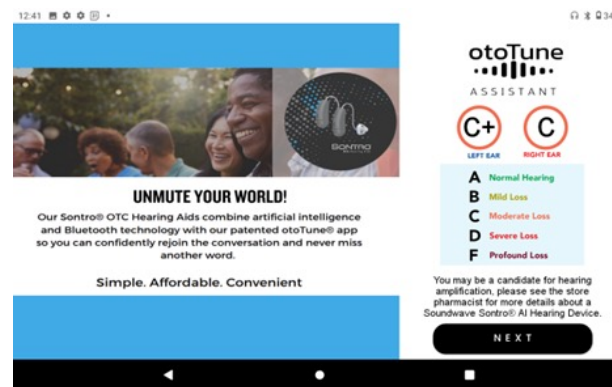


# Point of Care Test – Why is this test so good?

The otoTune Assistant allows pharmacy staff to conduct a hearing test in 3 minutes in the privacy of their consultation room.

## The #1 Point of Care Calibrated Hearing Test

- The only 2-button hearing test that automatically tests both ears at the same time
- Delivering a quick, accurate, clinically verified result comparable with the gold standard of hearing testing, the audiogram



## Clinical Study Details

- Clinical Study: in-situ Hearing Threshold Estimation using Gaussian Process Classification
- Journal: Scientific Reports
- Publication: September 6, 2023  
[View and download PDF](#)

"Hearing loss might be an important global health target for dementia prevention." Jennifer Deal, PhD, The Hearing Review

[Learn More: Lancet Study](#)

# Marketing Materials Counter Card/Bag Stuffer

**Counter Cards** can be placed near Consumer Brochures for maximum exposure

**Bag Stuffers** can be placed inside prescription bags to maximize awareness



Our **AI Model** is an artificially intelligent hearing aid. The otoTune® app allows you to customize your hearing aids with our 3-minute hearing test on your mobile phone.


**Requirements:**

- Android™ mobile OS 6.0+ or iPhone® iOS 11.0+
- Bluetooth
- Wireless Connection
- The otoTune app



**Soundwave Guarantees:**



- Risk-free, 45-day money-back guarantee
- 1-year warranty from date of purchase
- Free shipping and returns



**Amptify**

Amptify partnership offers early stage patient engagement with Amptify's professional coaching, entertaining listening games, and interactive support community.

**Pair with our otoTune app**


U.S. Patent Nos. 10,617,334, 11,076,779, and additional patents pending.

Android™ and Google Play are trademarks owned by Google LLC. iPhone® and App Store® are registered trademarks of Apple, Inc.

Soundwave Hearing is a health technology company committed to the idea that good hearing health improves lives.


Simple.  
Affordable.  
Convenient.

hearsoundwave.com




Simple  
Affordable  
Convenient


**STEP 01**  
Purchase Your Sontro® Self-Fitting OTC Hearing Aids





**STEP 02**  
Download the otoTune® app  
Available for iPhone and Android



**STEP 03**  
Self-fit your hearing aids in 3-minutes  
All from the comfort of home




**STEP 04**  
Auditory Training  
One month free: Interactive access to a hearing coach, Peer Support Community, Auditory Brain Training Games





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HEARSOUNDWAVE.COM



# Marketing Materials Patient Brochure

Consumers Click on **QR Code** to take them to an online hearing screening - back



DO YOU NEED A HEARING TEST?

No one likes a challenging exam, so we made ours simple. You can take a **free online hearing test** on your mobile phone, tablet, or laptop – and with your headphones, as an initial step to understand your hearing loss.



SCAN ME

Use your phone camera and the link will appear.

Get Back to Hearing,  
Get Back to Life.



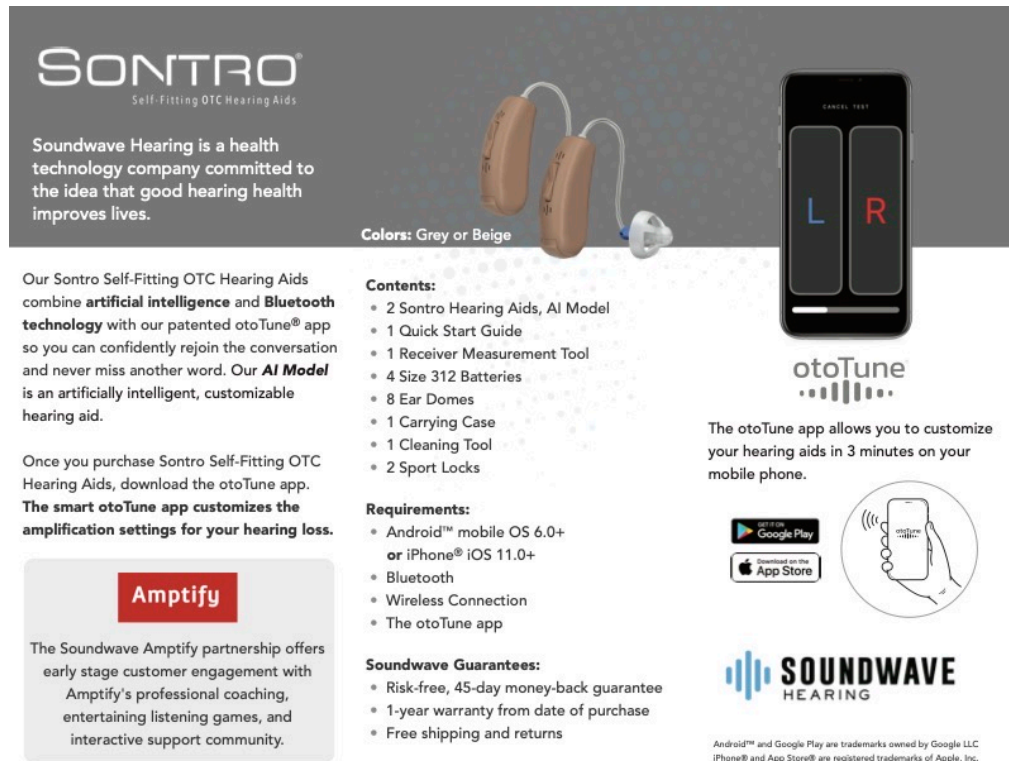
SONTRO<sup>®</sup>  
Self-Fitting OTC Hearing Aids



SOUNDWAVE  
HEARING

hearsoundwave.com

Consumers are informed about **contents** and requirements for use – inside



**SONTRO<sup>®</sup>**  
Self-Fitting OTC Hearing Aids

Soundwave Hearing is a health technology company committed to the idea that good hearing health improves lives.

Colors: Grey or Beige

Our Sontro Self-Fitting OTC Hearing Aids combine **artificial intelligence** and **Bluetooth technology** with our patented otoTune<sup>®</sup> app so you can confidently rejoin the conversation and never miss another word. Our **AI Model** is an artificially intelligent, customizable hearing aid.

Once you purchase Sontro Self-Fitting OTC Hearing Aids, download the otoTune app. The smart otoTune app customizes the amplification settings for your hearing loss.

**Amptify**

The Soundwave Amptify partnership offers early stage customer engagement with Amptify's professional coaching, entertaining listening games, and interactive support community.

**Contents:**

- 2 Sontro Hearing Aids, AI Model
- 1 Quick Start Guide
- 1 Receiver Measurement Tool
- 4 Size 312 Batteries
- 8 Ear Domes
- 1 Carrying Case
- 1 Cleaning Tool
- 2 Sport Locks

**Requirements:**

- Android™ mobile OS 6.0+
- or iPhone® iOS 11.0+
- Bluetooth
- Wireless Connection
- The otoTune app

**Soundwave Guarantees:**

- Risk-free, 45-day money-back guarantee
- 1-year warranty from date of purchase
- Free shipping and returns

otoTune

The otoTune app allows you to customize your hearing aids in 3 minutes on your mobile phone.

Available on Google Play and the App Store.

**SOUNDWAVE HEARING**

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# Marketing Materials Acrylic Display



- Display sits on counter to alert consumers that you are selling OTC hearing aids
- Inside the display are one set of Sontro OTC Hearing Aids
- Consumers can view the display and better understand size and shape of the Sontro OTC Hearing Aids
- Display includes basic marketing messages about the hearing test and screen shots of the otoTune app

# Marketing Material Email Campaign



## UNMUTE YOUR WORLD!

OTC Hearing Aids Are Here!

We can help you take care of your Hearing  
Health with  
Soundwave Hearing!

**Sontro® OTC Hearing Aids, \*made in the USA**

**Simple. Affordable. Convenient.**

**3-min Hearing Test "From The Comfort of Home"**  
Customizable to your customer's unique hearing loss

**Risk-Free, 45-Day Money-Back-Guarantee**

**1 Year Warranty**

**Life Time Care Support**

**Amptify DTx, 1 month free - (\$50 value) in Soundwave's otoTune app.**

**Free Shipping and Returns**

**Insurance Available for Purchase**

**Colors: Beige and Grey**

**\$849/set**

 **SOUNDWAVE**  
HEARING



- Send email campaigns to your 55+ patient data base
- Campaign designed to let consumers know that your pharmacy is managing another **Clinical Service – hearing loss**
- Displays what's in the box, how to take the hearing test, warranty and customer support information
- Colors, pricing and additional insurance options are also displayed

# The Marketing/Training Package for Point of Care Testing

## Pharmacy responsibilities:

- Generating interest with in-store marketing – counter cards, patient brochures, acrylic displays, bag stuffers, posters creates traction in store with consumers!
- Generating interest online – awareness about managing another Clinical Service on the pharmacy website and through email campaigns.
- Testing consumer's hearing with the otoTune Assistant – setting aside time each week for hearing testing in the pharmacy consultation room.

## Soundwave Hearing responsibilities:

- Ships the otoTune Assistant tablets/acrylic displays to pharmacies, handles FAQs on testing consumers.
- Handles all the consumer support through email or our live Customer Support call center, or through Amptify, the aural rehabilitation program, the first month free as part of the consumer purchase.
- All consumer FAQ's including testing and fitting, ordering accessories, technical questions and warranties.
- Ongoing staff training for pharmacists and pharmacy clinicians: monthly webinars to answer product pricing and positioning questions and one-on-one training on demand for pharmacy staff when needed.

# otoTune Assistant Program Available Now!

## otoTune Assistant Program:

- **When you purchase the otoTune Assistant Program for \$399. Program includes:**
  - otoTune Assistant tablet and app
  - Calibrated headphones
  - Unlimited yearly testing
  - Acrylic display box
  - Posters, bag stuffers, patient brochures
  - Social media, blogs and digital assets
  - Training and onboarding for staff



# otoTune Assistant Program Order Information

## Order Information:

- Orders can be placed through the Soundwave Hearing website at: <https://hearsoundwave.com/pages/wholesale-registration-form>
- Or by contacting Anthony Florek or Chris Sixt via email at: [aflorek@hearsoundwave.com](mailto:aflorek@hearsoundwave.com) or [csixt@hearsoundwave.com](mailto:csixt@hearsoundwave.com)



# Thank You



Innovating quality hearing care that is simple, affordable and convenient

**Anthony Florek**

[aflorek@hearsoundwave.com](mailto:aflorek@hearsoundwave.com)

708.205.7998