



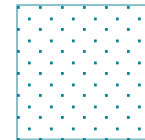
Hearing Loss Market Size and Segmentation in the U.S.



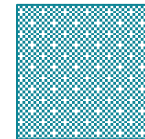
Consumer patient behavior may be measured by how often they hearing tested and regular hearing aid use

- This study utilizes two key data sets on consumer patient behavior in seeking treatment for hearing loss
 - How often hearing aid users are wearing their hearing aids in the context of regular use vs. irregular use
 - How often they are wearing their hearing aids in the context of regular use vs. irregular use
- This study utilizes four behavioral segments of the hearing aid population, as shown on the graphic to the right
- These four categories provide the foundation for calculating the addressable market size for a given hearing healthcare device or drug therapy
- See the Appendix for greater detail on these behavioral categories

Two key measures of consumer-patient behavior in hearing loss treatment



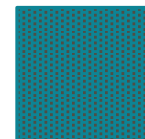
100% Hearing Aids Population
 Represents the total hearing aid population, including all users of hearing aids, regardless of how often they are wearing their hearing aids or how often they are wearing their hearing aids.



75% Regularly Wearing Hearing Aids Population
 Represents the population of hearing aid users who wear their hearing aids regularly, defined as wearing their hearing aids at least 80% of the time.



60% Regularly Wearing Hearing Aids Population
 Represents the population of hearing aid users who wear their hearing aids regularly and use them for at least 80% of the time.



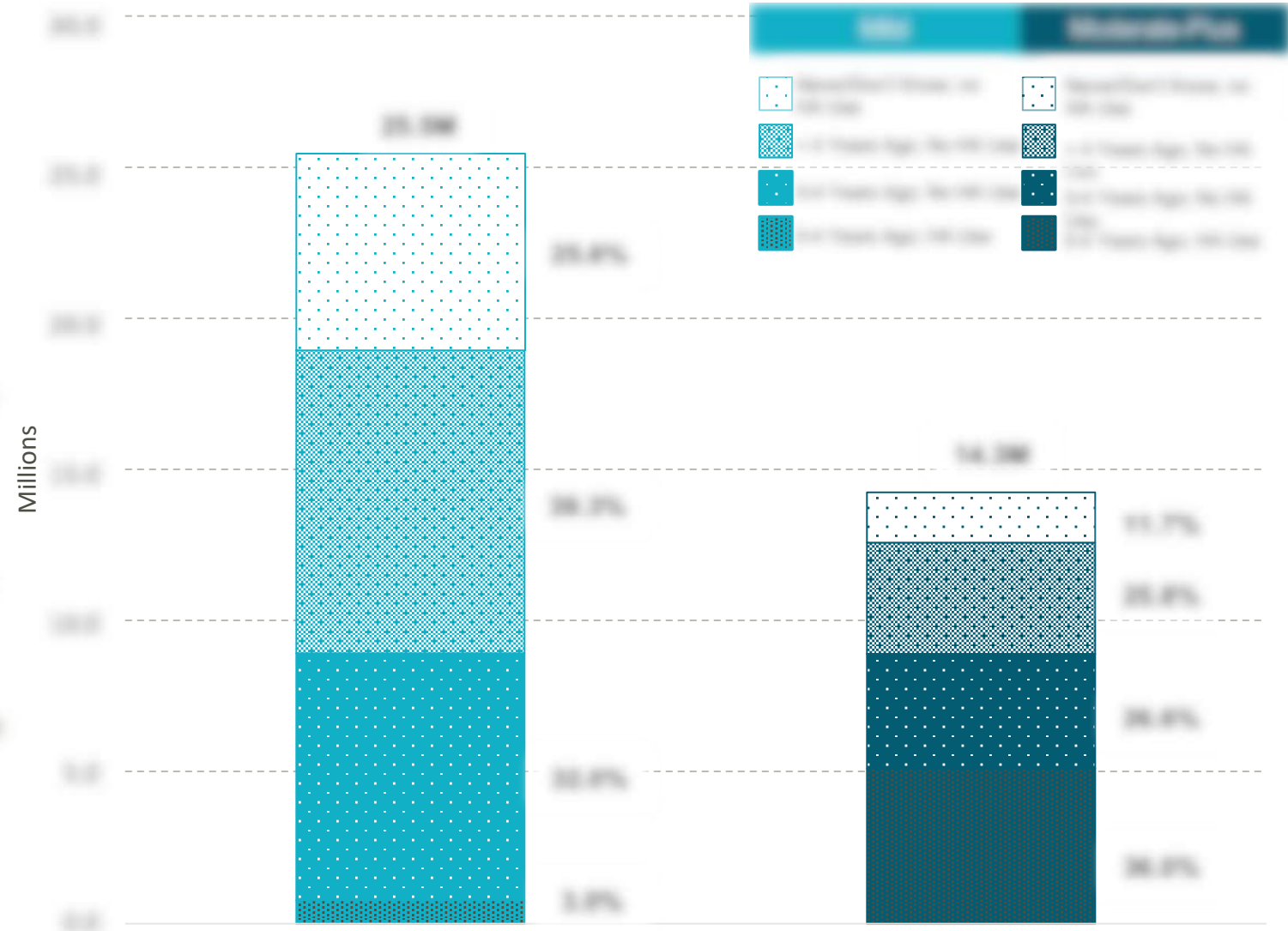
45% Regularly Wearing Hearing Aids Population
 Represents the population of hearing aid users who wear their hearing aids regularly and use them for at least 80% of the time.



People with moderate loss are 12 times more likely to use a hearing aid

- Segmenting the market of adults 65 and over with moderate hearing loss into two behavioral segments allows people with mild versus moderate hearing loss.
- Compared to people with mild hearing loss, people with moderate hearing loss are:
 - 12 times more likely to use a hearing aid
 - 10x more likely to use a hearing aid than hearing aids
 - 10x more likely to use a hearing aid than hearing aids
- Additional insight: segmentation is based on self-reported hearing aid use based on the use of hearing aids. This data does not include hearing aid use.
- The portion of the population market that is self-reported to use a hearing aid is based on the portion of the population market that is self-reported to use a hearing aid.

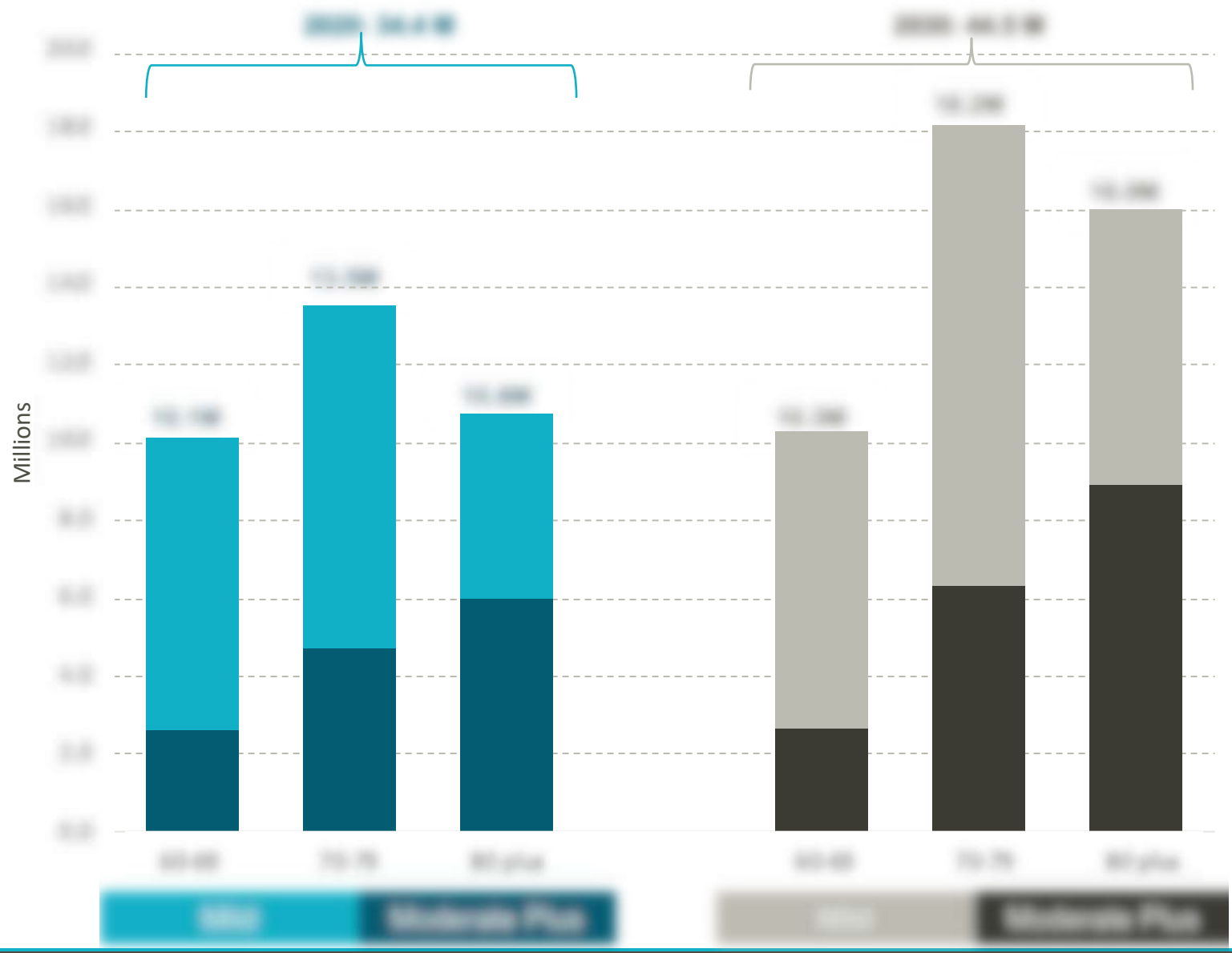
Total hearing loss market segmented by two key behavioral measures and SV #1 for adults ≥50



The Prevalent Population of People Aged 60 and Older Will Increase by 20% from 2020 to 2030

- The prevalent population aged 60 and over with hearing loss will increase by 20% from 2020 to 2030, from 46.4M to 55.7M
- The growth will come from people currently in their 60s and 70s, the core of the Baby Boomer demographic

Hearing loss market size and prevalence by SV #1 and SV #2 for adults ≥60, 2020 vs. 2030



The Prevalence of Hearing Loss is Higher Among Men than Women

- More men than women experience hearing loss in the United States. 25.2 million men and 18.2 million women 18 and older will experience hearing loss in 2020.
- In the 18 to 29 age group, which auditory health care is a low opportunity, more than twice as many males as females have hearing loss in 2020.
- In the 30 to 49 age group, the sheer number of women with hearing loss approaches that of men, with women at around 4.5M and men numbering over 5M.
- For people aged 50 and older, the number of females with hearing loss exceeds that of males, partly due to different survival rates in 2020. 41% of the overall US population aged 50 and older is female, the remaining 59% male.

Hearing loss market size and prevalence by SV #2 and SV #4 for adults ≥20

