

COMPANY INFORMATION PRIMER

About Cochlear Europe, Middle East and Africa

With sales in more than 100 countries, Cochlear operates a tight network of direct operations and carefully selected distributor channels around the world.

Headquartered in Basel, Switzerland, Cochlear EMEA oversees sales and marketing activities in the culturally and economically diverse region of Europe, the Middle East and Africa (EMEA). With around 500 employees in EMEA, Cochlear is active in more than 50 markets in this region, including the dynamic emerging economies of Central and Eastern Europe and the Middle East. It has direct sales operations in Austria, Belgium, Czech Republic, Finland, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Sweden, Switzerland, Turkey and the United Kingdom and a Customer Experience and Training Hub Middle East in Dubai.

In addition, Gothenburg, Sweden, is home to the global headquarters of Bone Anchored Solutions (BAS), the Cochlear division charged with developing, designing and producing the Baha line of products and services. BAS is the global market leader in bone conduction hearing solutions, with more than 100,000 patients served worldwide.

Also important in Cochlear's wide ranging portfolio are the acoustic implant systems. The Carina Middle Ear Implants are manufactured in Colorado, USA by Cochlear Boulder LLC.

In Mechelen, Belgium, Cochlear operates the Cochlear Technology Centre (CTC), a key innovation centre that develops new technologies, products and processes for superior hearing outcomes. Housed in the same building in Mechelen is the Cochlear Academy. Established in 2004, it offers a wide range of training for professional customers, including audiologists, ENT general practitioners and surgeons throughout the EMEA region. It also provides training to Cochlear employees.

With 4,700 course participants enrolled in more than 270 courses since its inception, the Academy plays an important role in ensuring correct use of Cochlear products, which meet the highest quality and safety standards and frequently exceed local regulatory requirements. Cochlear's EMEA region is a major business driver, contributing more than a third of global revenue through an organisational structure that accommodates the needs of local markets, while leveraging the strength of Cochlear's global franchise.

For more information visit www.cochlear.com



Hear now. And always

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