

MEDIA RELEASE:**India, September 2, 2016****Cochlear launches first off-the-ear hearing device**

- *Cochlear Limited releases its latest innovation with the launch of Kanso™ - Cochlear's first off-the-ear sound processor*
- *Kanso combines best-in-class hearing performance with a discreet design that puts hearing loss out of sight*
- *Kanso is a discreet solution for anyone eligible for a Cochlear™ implant or anyone who already has a Cochlear™ implant and wishes to upgrade to the latest design*

Cochlear Limited (ASX: COH), the world leader in implantable hearing solutions, today released its newest innovation – Kanso – a sound processor combining the most advanced sound processing technology with a discreet design.

Ms Vandana Pisharody, Regional Director, South Asia at Cochlear welcomed the launch of Kanso explaining it is a remarkable step forward in offering solutions that address an important unmet need for customers living with hearing loss.

“Our recipients are at the heart of everything we do and this innovation is in direct response to us listening to our customers. We identified the need in the market place for a solution that provides the advanced technology of a Cochlear sound processor combined with a discreet design. Kanso offers our customers all that and much more,” explained Ms Pisharody.

Kanso is the smallest and lightest off-the-ear sound processor on the market¹⁻² providing the wearer with both discretion as well as enhanced comfort. The new technology is simple, discreet and smart as it has the ability to automatically adjust to different hearing environments providing a seamless experience from visiting a restaurant, to going to the movies.

Kanso includes state-of-the-art Cochlear True Wireless™ technology, which helps people use the phone, hear over distance and in noisy situations.³ The True Wireless range of accessories allows the wearer to stream conversation, phone calls, music and television programs directly to their sound processor.³

“We are thrilled to be able to offer this new technology to the millions of people around the world living with disabling hearing loss,” said Mr Jan Janssen, Senior Vice President of Design and Development, Cochlear. *“Kanso features Cochlear's industry-leading technology, including dual microphones, SmartSound® iQ with SCAN and True Wireless technology which all enable the wearer to hear better in difficult listening situations. Kanso provides wearers with best-in-class hearing performance in the real world.”*

In Kanso clinical trials, 88% of people rated their overall hearing performance with Kanso to be the same or better than with their behind-the-ear sound processor.⁴ Most

participants rated Kanso better than their own behind-the-ear sound processor on measures of comfort, look and feel and ease of use, with 93% of users rating listening to music with Kanso to be the same or better as with their behind-the-ear processor.⁴

Hearing loss is often not thought of as a debilitating health issue. However in adulthood it is associated with greater unemployment, increased risk of poor health, depression and increased risk of other conditions including dementia.⁵ Increasingly, evidence is showing cochlear implantation for adults as an effective intervention for a much wider group of candidates than had previously been thought.⁵

The latest sound processor technology is called Kanso - a Japanese word for 'simplicity' – in recognition of the products sleek, discreet design that can be hidden under the wearers' hair. Kanso will be available in India from 01 September 2016.

For more information on Kanso visit – www.cochlear.com/in/kanso
Know Kanso better (video) - <https://www.youtube.com/watch?v=mTjKxn1lhY0>

- Ends -

About Cochlear Limited (ASX: COH)

Cochlear is the global leader in implantable hearing solutions. The company has a global workforce of 2,800 people and invests more than AUS\$100 million a year in research and development. Products include hearing systems for cochlear, bone conduction and acoustic implants. Over 450,000 people of all ages, across more than 100 countries, now hear because of Cochlear. www.cochlear.com

About Kanso

Kanso is the newest sound processor from Cochlear, the global leader in implantable hearing solutions. Kanso works by detecting sounds which are then turned into electrical signals by the receiver–stimulator and sent to the brain by the electrodes placed in the inner ear (cochlea). Kanso is worn on the head and is available in eight colours allowing the device to blend-in with every hair colour. Kanso offers the same industry-leading technology as the award-winning Cochlear Nucleus 6 Sound Processor.⁴ For more information visit www.cochlear.com/in/kanso

About Hearing Loss

Hearing loss represents a significant global health burden with over 5 per cent of the world's population – 360 million people – living with disabling hearing loss (328 million adults and 32 million children).⁶ Staggeringly, the World Health Organisation estimates one-third of people over 65 years of age are affected by disabling hearing loss.⁶

This media release is only intended for audiences in India. Please seek advice from your medical practitioner or health professional about treatments for hearing loss. They will be able to advise on a suitable solution for the hearing loss condition. All products should be used only as directed by your medical practitioner or health professional. Not all products are available in all countries. Please contact your local Cochlear representative www.cochlear.com

Media Contact:

Adfactors PR:

Samantha D'souza

+91-9920238249

samantha.dsouza@adfactorspr.com

References:

¹ Cochlear Limited. CP950 Kanso Sound Processor User Guide. Data on file, July 2016

² MED-EL Medical Electronics. RONDO User Manual. Last accessed July 2016. Available at: <http://www.medel.com/int/rondo>

³ Jones M. Use of Cochlear™ Wireless Accessories with Nucleus® 6 Sound Processors. 2015. CLTD 5546. Internal clinical trial data. [Sponsored by Cochlear.]

⁴ CLTD 5591 Acceptance of the CP950 processor with experienced CP810/CP900 BTE sound processor users. Data on file, 2016. [Sponsored by Cochlear.]

⁵ The Ear Foundation. Adult Cochlear Implantation: Evidence and experience / The Case for a Review of Provision. Available at: www.earfoundation.org.uk

⁶ World Health Organisation. Deafness and hearing loss - Fact sheet N°300. Last Updated March 2015. Available at: <http://www.who.int/mediacentre/factsheets/fs300/en/>

Cochlear, Hear now. And always, Nucleus, Kanso, SmartSound, True Wireless and the elliptical logo are either trademarks or registered trademarks of Cochlear Limited.