

Audientes partners with The Association of People with Disability, India, to further expand distribution network in India.

Audientes A/S and India's Association of People with Disability (APD) today announced a partnership agreement for the dispensing of Audientes' self-fitting hearing aid, Ven™ by Audientes, throughout South India, Maharashtra and Gujarat.

The partnership means that Ven will be made available to patients of APD with hearing impairment from early 2023. APD is a non-governmental organization (NGO) that has been transforming the lives of people with disabilities in underserved communities since it was founded in 1959. Based in Bengaluru, Karnataka, the organization runs extensive programs in rural and urban areas throughout South India, Maharashtra and Gujarat, to enable, equip and empower people with a range of disabilities, including speech and hearing impediments. This agreement means that Audientes has now added the NGO channel to its distribution network, which also includes hearing clinics and pharmacies.

Potential for great social impact

"I am very happy to welcome the Association of People with Disability to the Audientes channel partner network and am looking forward to our collaboration. We share many commonalities with APD; our desire to make a difference in peoples' lives and our potential for great social impact. APD's motto is, "Disability isn't a barrier. Lack of support is." This rings very true for Audientes. Hearing loss is not a barrier – lack of access to affordable, high-quality solutions is. We are very proud to count APD among our distribution channels," says Steen Thygesen, CEO, Audientes A/S.

Change the direction of someone's life

Dr. N.S. Senthil Kumar, CEO, APD India comments: "We are very happy to begin introducing the Ven hearing aid to our patients. We know from our many years of experience of working with people with disabilities that getting the right support at the right time can completely change the direction of someone's life. People with hearing disabilities who live in economically marginalized and deprived communities should also have easy access to great hearing health solutions. We are delighted to now be able to further assist our patients with a high-quality solution that has the potential to significantly improve their quality of life."

The Association of People with Disability, India will commence the dispensing of Ven in Q1 2023.

For further information, please contact:

Mr. Steen Thygesen, CEO
Audientes A/S
Phone: +45 53 17 26 10
Email: st@audientes.com

Mr. Raman PV Rao, Country Head
Audientes India Pvt. Ltd.
Phone: + 91 91770 49678
Email: rr@audientes.com

Mr. K.P. Sunil Kumar, Marketing Director
Association of People with Disability
Phone: + + 918762 466894
Email: sunilkumarkp@apd-india.org

About Audientes A/S

Audientes A/S is a Danish hearing health company specializing in smart, self-fitting and affordable hearing aids and advanced hearables. Audientes' unique hearing aid solution, Ven™ by Audientes, is available for purchase in the Indian market, online and in retail, and will be introduced to the USA over-the-counter market and other markets in the coming years. Companion by Audientes is an advanced wearable consumer electronics product that will be commercially available in early 2023 in Europe and USA.

Audientes' mission is to help the approximately 500 million people globally suffering from disabling hearing loss who either cannot afford to buy one of the very expensive hearing aids on the market, or who do not currently have access to a solution to their hearing loss.

Audientes is listed on Spotlight Stock Market Denmark (AUDNTS) and headquartered in Copenhagen, Denmark with a subsidiary in Hyderabad, India.

For additional information please refer to the company's websites, www.audientes.com or www.audientes.in

About The Association of People with Disability, India

The Association of People with Disability (APD) is a non-profit organization based out of Bangalore. Founded in 1959, APD works extensively to reach and rehabilitate People with Disability (PWD) from the most underprivileged segments (economically marginalised and deprived communities) of society. APD's aim is to create an inclusive society where people with disabilities are accepted into mainstream society - a culture and ecosystem where they can earn, live and sustain with dignity and respect.

For additional information, please refer to the NGO's website <https://www.apd-india.org/>