

Claims Management Process

To secure substantiation of B2B and B2C advertising messages, Sonova has established a Claims Management Process and Claims Evidence Database that is maintained by the Claims Core Team.

The Claims Management Process is an integral part of the End-to-End Marketing Process and provides formal guidelines on how to identify, substantiate and administer a claim at Sonova to be compliant with the regulatory requirements and to ensure a high quality standard of marketing communication.

At Sonova, a claim is defined as "statement that declare or implies that a specific (hearing care) solution will provide a benefit to the customer (B2B and B2C). According to applicable laws and regulations, such statement must be truthful (i.e. substantiated), not misleading (i.e. unambiguous wording) and fair (i.e. with customers and competitors)." All claims included in the Claims Evidence Database comply with above mentioned rules.

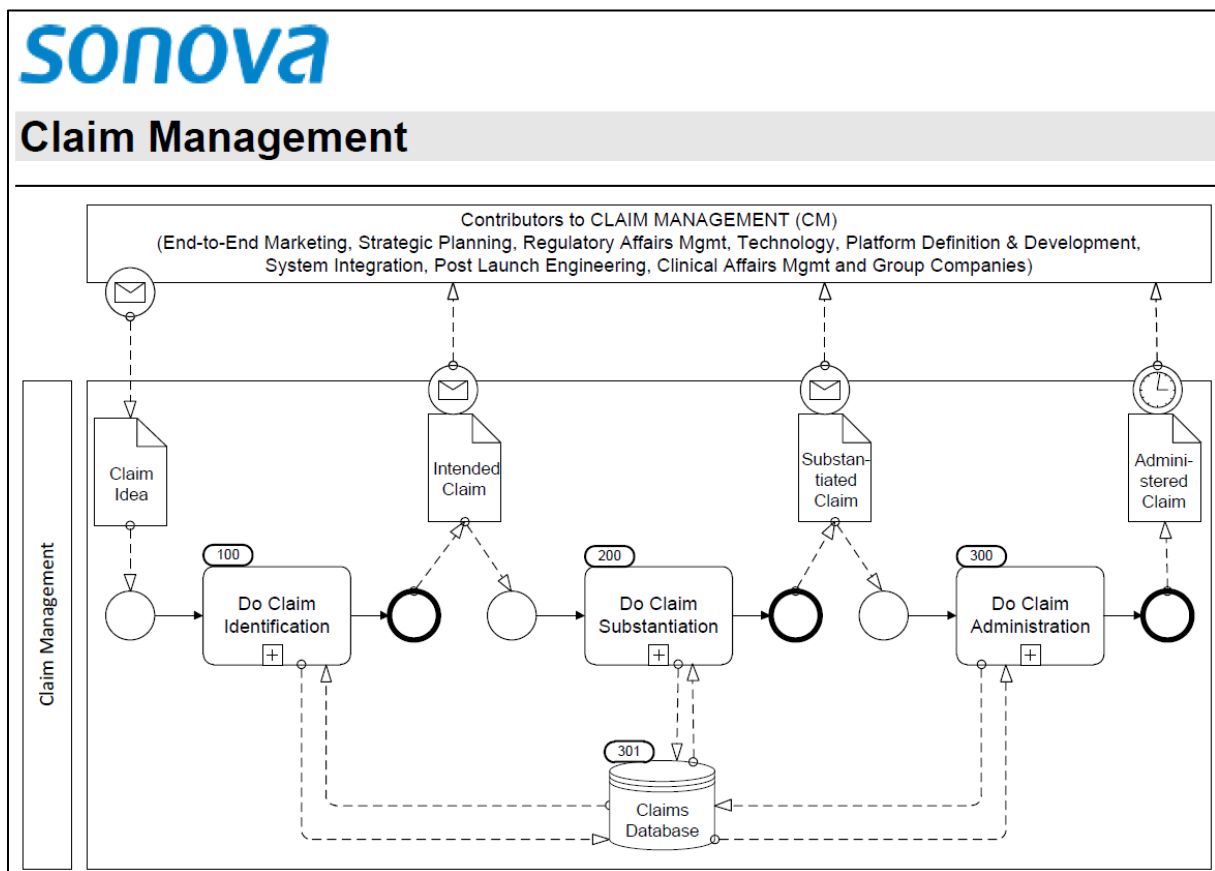


Figure: High-level overview of the Claims Management Process