



**HEAR
THE WORLD
FOUNDATION**

a Sonova Group initiative

HEAR THE WORLD FOUNDATION

ACTIVITY REPORT 2012



3 | CAMPAIGNING AGAINST HEARING LOSS ON A GLOBAL SCALE

6 | OUR GOALS, OUR PRINCIPLES, OUR SUPPORTERS

7 | HEAR THE WORLD CELEBRITY AMBASSADORS

8 | HEARING LOSS – A MANY-FACETED TOPIC

14 | WHO WE ARE

16 | ANNUAL FINANCIAL STATEMENT

19 | IMPRINT

CAMPAIGNING AGAINST HEARING LOSS ON A GLOBAL SCALE



Communication – the ability to make contact with other people, to converse without difficulty and to laugh together – is an essential part of our social life. Listening to the sounds of nature and music, from the crashing of waves and the chirping of birds to a concert performance, is also an indescribable pleasure that everyone should be able to enjoy.

Our ultimate aim is to create a world where every single person has the chance to experience good hearing. The Hear the World Foundation has achieved a great deal in its work across the globe over the past six years: our support has helped improve the hearing of hundreds of people and, in doing so, we have given numerous children in developing countries the opportunity of an education. But we still have a long way to go! With the help of our highly motivated and professional project partners, innovative hearing technology and the tremendous commitment of all those involved, we can take another significant step toward achieving our goal.

This report will allow you to gain your own impression of the various problems and stigmas people with hearing loss have to contend with, and what we are doing to help them lead a better life. In African nations such as Malawi or Kenya, simply providing adequate medical treatment for middle ear infections in children is often enough to prevent hundreds of people from losing their hearing in the first place. Meanwhile, in Armenia and Georgia, our project partners are working intensively on diagnosing hearing problems at an early stage

and providing suitable hearing instruments, to enable children to make a good start to their lives at school with the help of support and speech therapy. Projects in countries such as Australia and Canada are focusing on education, with the aim of informing elementary school students about noise-induced hearing loss in order to prevent potential hearing damage among the “iPod generation.”

Whether they set out to educate, provide audiological care or further scientific research, each individual project supported by the Hear the World Foundation has its own distinctive focus. All projects are geared toward the needs of the country in question and we work closely and actively with our local partners to enhance the quality of life of people with hearing loss on a long-term basis.

Please help us! Even by making just a small donation, you can make a big impact. I am deeply gratified by any attention and support received by the Hear the World Foundation projects.

Sincerely

A handwritten signature in black ink, appearing to read 'Lukas Braunschweiler'.

Lukas Braunschweiler
President of the Hear the World Foundation

Hear the World is a corporate social responsibility initiative set up by Sonova Holding AG, the world's leading manufacturer of innovative hearing solutions.



OUR PROJECTS 2012

1 AFRICA

Establishment of a telemedicine network for the African continent

2 ARMENIA

Diagnosis and treatment of children with hearing loss – partnership with a Swiss clinic

3 AUSTRALIA

Danger of noise-induced hearing loss – education for children

4 GERMANY

Self-confidence and optimism – annual gathering of children with hearing loss

5 GUATEMALA

Pioneering work in South America – hearing tests and hearing aids for children

6 GEORGIA

Education and speech therapy for children in Tbilisi

7 GREAT BRITAIN

A sensorially stimulating playground for children affected by hearing loss

Sports, games and fun – the Saturday Club for children with hearing loss

8 HAITI

Communication in the dark – solar lights enable communication for people with hearing loss



The Hear the World Foundation is committed to improving the quality of life and promoting equal opportunities for people with hearing loss globally. The Foundation has a special focus on projects that support children in reaching their developmental milestones and realizing their full potential in life, regardless of their hearing loss.

9 CAMBODIA

Education for the public and support for children in need

10 CANADA

Medical and audiological support for Native Americans in Attawapiskat/ Ontario

11 KENYA

Audiological care and education for children with hearing loss

Noise is unhealthy – raising awareness of the danger of noise-induced hearing loss

12 MALAWI

First audiological hearing clinic in the country

13 THAILAND

50 hearing aids for children from the Klong Toey Slum in Bangkok

14 USA

Support for people with hearing loss living below the poverty level

Fellowships in pediatric audiology

15 INTERNATIONAL

Special Olympics:

Medical check-ups, hearing screenings and hearing aids for athletes

52 Children:

Providing one child a week the gift of better hearing

OUR GOALS, OUR BASIC PRINCIPLES, **OUR SUPPORTERS**

Since 2006, the Hear the World Foundation has been advocating equal opportunities and improved quality of life for people with hearing loss throughout the world. Hear the World is a Corporate Social Responsibility Initiative of the Sonova Holding, the leading manufacturer of innovative hearing solutions. The vision of the Hear the World Foundation is a world in which:

- each person has the chance of good hearing,
- hearing is cherished and protected,
- wearing a hearing aid is no longer a taboo, and
- people with reduced hearing experience equal opportunities.

The employees, ambassadors and partners of the Hear the World Foundation advocate these objectives daily.

Since 2006, the Hear the World Foundation has been involved in over 45 projects on all five continents and has, already given hundreds of people with hearing loss the chance of a better life.

FOUNDATION GOAL

The Hear the World Foundation's goal is to be tangibly involved in projects, studies or campaigns aimed at improving the quality of life for people with hearing loss. Support is given via financial resources, the provision of hearing systems or the dedication of an in-house team.

SUSTAINABILITY PRINCIPLE

The underlying maxim in project selection and implementation is sustainability. The Hear the World Foundation thus predominantly supports projects with a long-term holistic approach. What exactly does that mean in practice? It means, for example, that care is always taken when providing hearing aids to ensure that the hearing aid recipients have access to a stable, regular supply of batteries and also receive regular care by hearing care professionals and/or doctors. As the required know-how is often absent in developing countries, the Hear the World Foundation enables corresponding training sessions to be conducted. Particularly in the case of children with hearing loss, accompanying measures, such as speech therapies, are often required as well. These are only a few examples of follow-up measures, which need to be considered, in addition to the initial help.

HEAR THE WORLD CELEBRITY AMBASSADORS

Plácido Domingo, Sting, Take That, Bobby McFerrin, Lenny Kravitz, Annie Lennox, Ben Kingsley, Jude Law, Tilda Swinton, Julianne Moore and Patrick Nuo are just some of over 60 celebrities who generously support Hear the World as ambassadors. Rock legend and photographer, Bryan Adams, took photos of each ambassador in the symbolic Hear The World pose: with one hand behind the ear symbolizing conscious hearing. They all contribute towards raising public awareness for the importance of good hearing, as well as the consequences of hearing loss. Some ambassadors, such as Swiss musician Patrick Nuo, are also involved as sponsors of selected projects of the Hear the World Foundation.



Copyright by Bryan Adams

HELP US TO HELP!

The staff at the Hear the World Foundation finds on a daily basis that they can support only a fraction of the people who actually need help. You, dear reader, can help people to hear again. You can enable children with hearing loss to have an education, integrate into the community and realize their full potential in life.

Please help us to help! The Hear the World Foundation, a recognized Swiss foundation with stringent guidelines, ensures that all the received donations are passed on to our projects.

Even the smallest donation is welcome and makes a difference.

The Hear the World Foundation warmly thanks all sponsors on behalf of those supported.

Bank details for donations:

UBS AG, Zurich
Account: Hear the World Foundation
Account number: 230-477384.01U
IBAN: CH12 0023 0230 4773 8401 U
SWIFT: UBSWCHZH80A

HEARING LOSS – A MANY- FACETED TOPIC

THE INTERNATIONAL PROJECTS

Many countries have an established medical and audiological infrastructure, which means that a hearing loss is no longer considered a major disability. In these countries, diagnosis, treatment, fitting of a hearing device and ongoing management are all readily available to the hearing impaired. Unfortunately, this is not the case in developing countries, especially in slums or impoverished areas. The challenge in these areas starts with locating children with a hearing loss who are sometimes even hidden away from society by their parents due to embarrassment, social stigma or poor education. Additional challenges include: Who is qualified or trained to diagnose hearing? Is suitable diagnostic equipment available? Who pays for the hearing aids and also ensures that enough batteries are always in stock? Where do these children receive other support, such as speech therapy, to enable them to attend a school? The difficulties involved in getting all these children moving in the right direction towards an independent life, including schooling, are tremendous. Yet, it is precisely here that the Hear the World Foundation gets involved – with highly motivated and professional partners we promote projects providing medical information and care – frequently in remote and underserved parts of this earth. To enable sustained development in these

places, we also support the local training of audiologists in the form of grants or the development of appropriate audiology courses, plus continuing education of audiologists.

The Foundation also believes that investing in research and education relating to noise-induced hearing loss is important – especially for the “iPod generation”.

There are many facets surrounding hearing loss. The overall goal in all our projects is to offer greater quality of life, regardless of hearing ability and the opportunities in doing so are manifold.



AUDIOLOGICAL CARE OF **CHILDREN**

A key focus of the Hear the World Foundation's commitment is in the field of audiological care for children with hearing loss whose families have no access to good audiological treatment due to geographical, social or economic reasons. Within the scope of partner projects, the foundation particularly advocates the establishment of hearing screening for newborn babies, as it is well established that early diagnosis ensures a better outcome for the child. In 2010, the Hear the World Foundation has launched its own initiative called "52 Children". The Foundation offers one child, every week of the year, the chance to develop to their full potential despite their hearing impairment.

This opportunity to improve a child's and (thus) the child's family's quality of life is achieved by the fitting of advanced hearing devices and long-term professional support in their local community.

Other projects supporting audiological care of children are presently being implemented in the USA, Cambodia, Kenya, Armenia, Georgia, Canada, Malawi and Thailand.

PREVENTION OF HEARING LOSS

The Hear the World Foundation has, for many years, been promoting the global awareness of the issues surrounding “hearing” and “hearing loss”. The long-term aim is to contribute towards improved social awareness of hearing issues such as prevention of noise-induced hearing loss, reducing the stigma surrounding hearing loss and hearing aids, plus better management for those with hearing problems. One such program is the “Sound Sense” Program developed by the Hearing Foundation of Canada. This program provides students in 450 Canadian schools with information on how to deal consciously with their hearing. For instance, they learn how to enjoy music without risking any damage to their ears.

In Cambodia, the risk of hearing loss is often linked with illnesses, especially in the rural areas of the country, and therefore a different approach to education is taken. Information is provided by the All Ears Cambodia organization – supported by the Hear the World Foundation – using posters and informative films dealing with healthy hearing and treatment options. Awareness training only functions effectively if it addresses individual local and social needs.

The Hear the World Foundation is presently supporting other projects in the prevention field in Australia and Kenya.



SCIENCE AND **RESEARCH**

The promotion of scientific studies and research projects on various topics involving childrens' hearing and the impact of hearing loss have been an important focus of the Hear the World Foundation's programs since it was first established. The more that is known about hearing, the better we can promote its importance. The Hear the World Foundation is presently financing audiology lectures and fellowships for excellent students at Vanderbilt University in Tennessee and the University of North Carolina at Chapel Hill. Furthermore, with the support of the Hear the World Foundation scientists in Nigeria, South Africa and Malawi are working on a Telemedicine System for the African continent.



Copyright by Mark van Luyk

TRAINING OF **AUDIOLOGISTS**

In many countries, the option of gaining specialist knowledge and knowledgeable training in the field of audiology is either difficult or non-existent. The Hear the World Foundation thus repeatedly supports projects in which audiologists are locally trained and have access to continued education and further training. One particular project that the Hear the World Foundation has been involved in for the past three years is the EARS Inc. organization, which is presently training ten audiology students in the Dominican Republic. In addition to audiological help for all the inhabitants of this archipelagic state, the organization's predominant goal is the establishment of hearing screening for every newborn baby.

The Hear the World Foundation is presently promoting training programs in Guatemala, Malawi and the USA.



PARENT INFORMATION PROGRAM

Parental involvement right from the start can have a positive influence on the age-appropriate development of children with hearing loss. If parents can provide effective support for their children when it comes to using hearing instruments or undergoing speech therapy, this can lead to significant improvements in results. In many countries, however, parents are simply unable to cope. This is because there is no information available to tell them how they can best support their children and in what way they can encourage their development – a situation that is also aggravated by factors such as additional financial worries and a poor standard of education.

This is where the parent-focused projects run by the Hear the World Foundation come into play, whether they involve special training, specifically arranged consultations or the provision of user-friendly guides. Parents not only benefit from advice on how to handle their children's hearing instruments; they are also given the opportunity to learn methods and daily exercises that can help them enhance their child's speech development.

The Hear the World Foundation is currently supporting various projects of this kind, including initiatives in Cambodia, Kenya and Armenia.



SPECIAL **OLYMPICS** INTERNATIONAL

The Special Olympics is the biggest sporting movement in the world, recognized by the International Olympic Committee for people with mental and multiple disabilities. People with mental and learning disabilities run a 40 % higher risk of additional health-related constraints, such as hearing loss. In particular, affected people from developing countries have difficulty accessing adequate medical treatment. The Special Olympics are thus not just athletic competitions, but also the largest health care program for people with disabilities. Within the scope of the “Healthy Athletes” program, the Hear the World Foundation offers free hearing screenings at competitions and equips the athletes with hearing aids at no charge when loss of hearing is diagnosed. At the May 2012 summer games in Munich, 488 athletes underwent audiological examinations, and, of those, 31 were provided with further treatment and hearing aids.

The aim of the cooperation between the Special Olympics and the The Hear the World Foundation is to create a network, which is intended to enable an increasing number of athletes to have improved hearing in future. The program will be extended to additional countries, up to and including 2014. The partnership’s vision is to ensure audiological treatment is available at all national and local athletic competitions of the Special Olympics in the future.



WHO WE ARE

FOUNDATION BODIES

The Foundation Board comprises those personalities in the Sonova Group who are associated with the Foundation's purpose, due to their attitude and their commitment to date.

The Foundation's independence is assured by the Advisory Council: the latter is responsible for the evaluation of suitable projects, which are proposed to the Foundation Board for the allocation of Foundation funds. It also advises the Foundation Board in deciding on the amount of the payments to be allocated. The Advisory Council members are all employed in an honorary capacity. Incidental expenses are reimbursed as and when they occur.

FOUNDATION BOARD MEMBERS

- **Lukas Braunschweiler** (president), CEO Sonova Holding AG
- **Maarten Barmantlo**, Group Vice-President Marketing Sonova Holding AG
- **Ora Bürkli-Haleyv**, Vice-President Product Marketing Phonak AG

New member, since July 2012:

- **Sarah Kreienbühl**, Group Vice-President Corporate HRM and Communications Sonova Holding AG

Until June 2012:

- **Alexander Zschokke**, Group Vice-President Channel Solutions Sonova Holding AG

ADVISORY BOARD MEMBERS

- **Prof. Dr. Richard Seewald**, Distinguished Professor Emeritus at the National Centre for Audiology, The University of Western Ontario
- **Prof. Dr. John Bamford**, Honorary Professor of Audiology, University of Manchester
- **Plácido Domingo**, Tenor, conductor and director of the Los Angeles Opera and the Washington National Opera
- **Dr. Clemens Hellsberg**, Chairman of the Vienna Philharmonic Orchestra
- **Prof. Dr. Heinrich Rohrer**, Swiss physicist and Nobel laureate

powerone)))

VARTA Microbattery, the manufacturer of the premium brand power one, is delighted to support the Hear the World Foundation by providing hearing aid batteries for various projects.

With 125 years of experience in developing and producing button cells and continuous investments in research and development, production technology and staff training, VARTA Microbattery, along with its power one brand, is the global leader when it comes to hearing aid batteries.

Commitment to the environment is a particularly important part of VARTA Microbattery's corporate philosophy. That is why the processes it has implemented in its new battery

factory are exclusively designed to conserve resources and protect the environment. VARTA Microbattery is the second company in the TÜV Süd area to fulfill the demanding requirements of the new ISO 50001 standard for energy management.

power one hearing aid batteries are known for their exceptional stability, reliability, safety and performance. For many companies, VARTA Microbattery is also the partner of choice for customized product solutions.

Further information is available at:
www.powerone-batteries.com



ANNUAL FINANCIAL STATEMENT

1 GENERAL INFORMATION ABOUT THE FOUNDATION

The objective of the Foundation is to provide global education on hearing, with the aim of helping to prevent hearing loss. The Foundation also provides technological and financial support to groups, public facilities and private individuals to prevent hearing loss or to improve the lives of those with hearing loss.

According to the Foundation charter, the initial paid-up capital of CHF 500,000 does not have to be maintained. All capital is available to the Foundation Board for grants.

In the fiscal year 2011/12, the Foundation Board consisted of the following persons:

- Lukas Braunschweiler
- Alexander Zschokke
- Ora Bürkli-Halevy
- Maarten Barmentlo

The business operations of the Foundation comply with the statutes dated December 4, 2006, and the Foundation rules of procedure dated December 4, 2006. PricewaterhouseCoopers served as auditors for the fiscal year. Their selection for the following year has been confirmed. Their mandate is based on legal regulations and generally accepted accounting principles.

2 ACCOUNTING AND REPORTING PRINCIPLES

The annual financial statement is prepared in accordance with the accounting principles under ARR 21 so that as reliable an assessment as possible can be made of the foundation's net assets and earnings situation. It also contains the previous year's figures.

The regulations on commercial accounting also apply.

3 VALUATION PRINCIPLES GOVERNING INDIVIDUAL ITEMS IN THE ANNUAL FINANCIAL STATEMENT

Liquid funds include cash in an account held with UBS in Zurich. Other receivables relate to withholding tax that has not yet been reimbursed. Prepaid income relates to the auditing costs and individual outstanding invoices.

4 FINANCIAL ASSETS AND EXPLANATIONS REGARDING ASSETS AND LIABILITIES

The Foundation does not have any fixed assets. Its assets are comprised of the Foundation capital, which is deposited in a short-notice account. The capital was invested with UBS AG with an average interest rate of 0.25 % and is available on a daily basis.

5 GRATUITOUS (FREE) SERVICES

All resources required for the management and governance of the Foundation were provided free of charge by Phonak AG.

6 TRANSACTIONS WITH RELATED PARTIES

Non-cash benefits were provided in full by Phonak AG. Instruments are charged to the Foundation at production cost but are reported in the income statement at the list price for Swiss audiologists. The difference between production cost and list price is reported as a donation.

In total, Phonak AG provided non-cash benefits worth CHF 328,327.22.

7 EVENTS AFTER THE BALANCE SHEET DATE

No events occurred.

8 ACTIVITIES OF THE FOUNDATION DURING THE FISCAL YEAR

The Foundation Board determines the resources to be awarded and their allocation during budgeting. These resources were distributed as follows during the fiscal year:

	2011 / 2012	
	in CHF	in %
Technological support for projects abroad	302,785	36 %
Financial support for projects abroad	242,959	29 %
Technological support for projects in Switzerland	37,407	4 %
Financial support for projects in Switzerland	78,757	9 %
Administrative expenditures	97,202	12 %
Expenses for fundraising and marketing	80,444	10 %
Other operating expenditures	1,864	0 %
	841,418	100 %

As of the balance sheet date, CHF 56,590 in support contributions from projects was outstanding.

9 PERFORMANCE REPORT

The performance report, containing information on the purpose, governing bodies and work of the Foundation, forms part of the Foundation's annual Activity Report. The most recent Activity Report was published in December 2011.

BALANCE SHEET AS OF MARCH 31 (in Swiss francs)

	2011/2012	2010/2011
Assets		
Current assets:		
Liquid funds	387,487	635,199
Other receivables – from third parties	170	201
	387,657	635,400
Total assets	387,657	635,400
Liabilities		
Outside capital:		
Prepaid income	31,139	10,620
	31,139	10,620
Organization capital:		
Paid-up capital	500,000	500,000
Acquired capital	(143,482)	124,780
	356,518	624,780
Total liabilities	387,657	635,400

INCOME STATEMENT FOR THE PERIOD APRIL 1 TO MARCH 31 (in Swiss francs)

	2011/2012	2010/2011
Income		
Proceeds from donations	571,442	563,300
Other income	1,228	6,810
Total income	572,670	570,110
Expenses		
Technological support for projects abroad	(302,785)	36 % (41,255)
Financial support for projects abroad	(242,959)	29 % (344,014)
Technological support for projects in Switzerland	(37,407)	4 % (75,589)
Financial support for projects in Switzerland	(78,757)	9 % (68,631)
Administrative expenditures	(97,202)	12 % (27,314)
Expenses for fundraising and marketing	(80,444)	10 % (36,442)
Other operating expenditures	(1,864)	0 % (371)
Total expenses	(841,418)	100 % (593,616)
Interim result 1	(268,748)	(23,506)
Financial income	486	574
Profit/loss for the year before allocation to organization capital	(268,262)	(22,932)

STATEMENT OF CHANGES IN CAPITAL (in Swiss francs)

	As of 04/01/2011	Allocation	Change	As of 03/31/2012
Organization capital				
Paid-up capital	500,000		500,000	
Acquired capital	124,780		(268,262)	(143,481)
Total organization capital	624,780	0	(268,262)	356,519

IMPRINT

December 2012

CONCEPT

Hear the World Foundation

TEXT

Daniela Tewes

Christine Ringhoff

DESIGN

Neue Monarchie

Agentur für Kommunikation GmbH, Hamburg

www.neuemonarchie.com

SECRETARIAT

Elena Torresani

ADDRESS

Hear the World Foundation

c/o Domanda Verwaltungs GmbH

Baarerstrasse 43

CH-6304 Zug

CORRESPONDENCE ADDRESS

Sonova Holding AG

Laubisruetistrasse 28

CH-8712 Staefa

Phone: +41 58 928 33 33

E-mail: info@hear-the-world.com

www.hear-the-world.com

ABOUT THE HEAR THE WORLD FOUNDATION

By supporting the charitable Hear the World Foundation, Sonova is campaigning for equal opportunities and a better quality of life for people with hearing loss. As a leading manufacturer of hearing systems, the company feels socially responsible for contributing towards a world where everyone has the chance to enjoy good hearing. For instance, the Hear the World Foundation supports disadvantaged people with hearing loss around the world and gets involved in prevention and providing information. It focuses particularly on projects for children with hearing loss, to enable them to develop at the appropriate rate for their age. More than 60 famous ambassadors, including celebrities such as Bryan Adams, Annie Lennox, Sting and Joss Stone, champion the Hear the World Foundation.

www.hear-the-world.com

www.facebook.com/CanYouHearTheWorld

