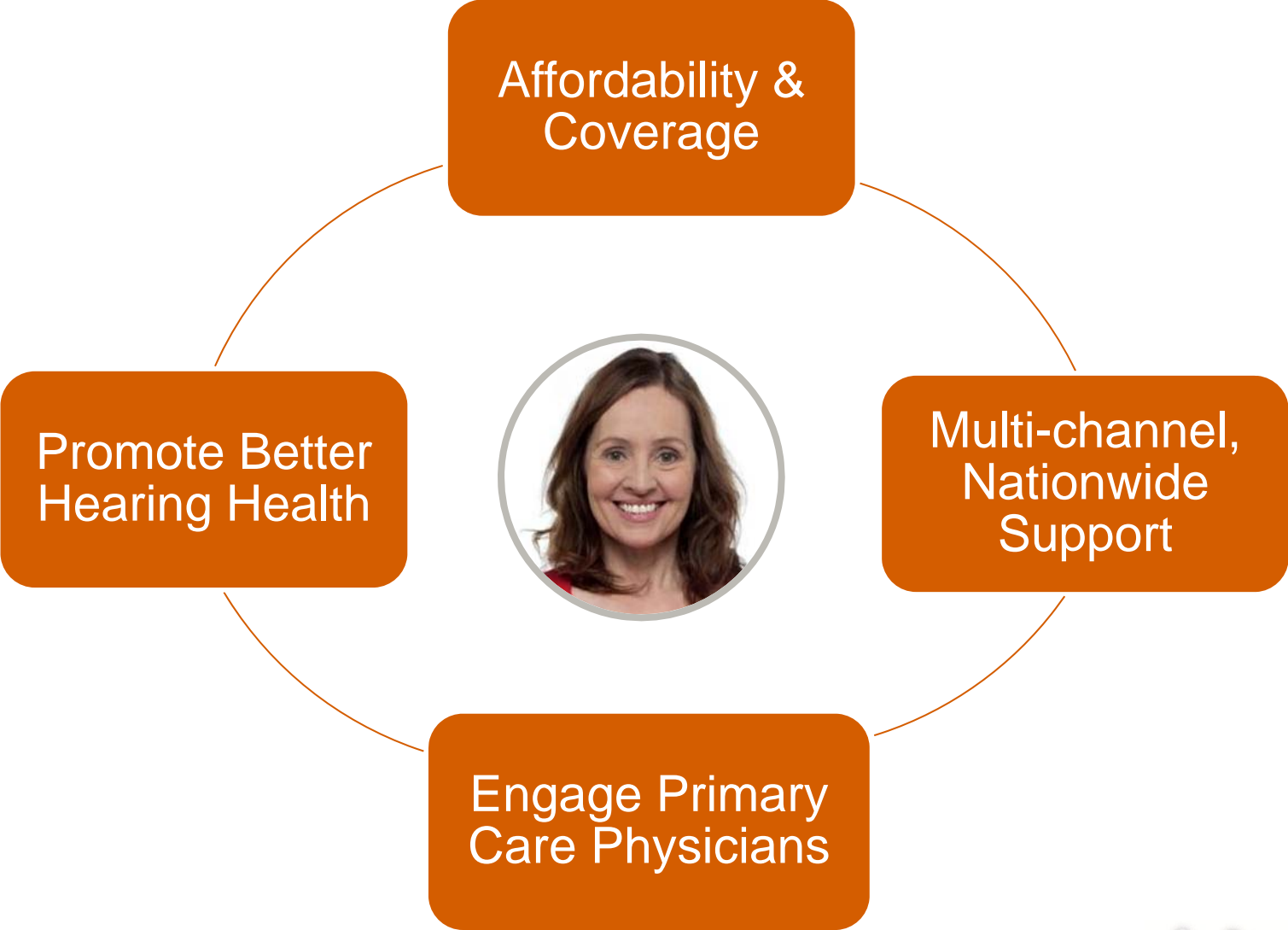




***Innovative Delivery Model
to Increase Access &
Affordability***



Innovative Delivery Model to Increase Access & Affordability



Affordability & Coverage

To counteract cost as a barrier to treatment

1

Direct investment to eliminate mark-ups from intermediaries and save consumers 60% or more

2

Partner with UnitedHealthcare to provide hearing aids at low prices for ~8 million seniors

3

Provide discounts for ~27 million consumers & 70-day money back guarantee for all

Multi-channel, Nationwide Support



- ✓ Free in-person support by staff hearing professionals in many U.S. cities, compared to others with support in just one location
- ✓ In-person support by contracted hearing professionals in cities nationwide
- ✓ Free online videos and communication tips
- ✓ Free daily new user/hearing health telephonic seminars
- ✓ Free telephonic support from product specialists and hearing professionals (Monday to Friday, 9 am – 5 pm CT)
- ✓ Free programming adjustments, if needed

Engage Primary Care Physicians

Consumers prefer to talk to their PCP about hearing loss

1

Leverage health plans' provider relationships to increase hearing health awareness

2

Developed and distributed patented hearing test kits for primary care physicians

3

Dispense hearing aids in provider's offices, nursing homes, and Optum Clinics

Promote Better Hearing Health

- Provide free hearing screenings at health fairs and employer events
- Increase hearing health awareness on television, radio, newspapers, and national conventions (e.g., AARP, ASA, NAPO)
- TV and radio public service announcements on hearing loss prevention and treatment with HLAA and NYC Mayor's Office
- Grassroots consumer engagement programs such as the Seattle Seahawks earplug giveaway that promoted hearing protection in loud venues



Los Angeles Times

Patch



REUTERS

The Washington Post

Splash

MilitaryTimes

Bloomberg

MINNEAPOLIS ST. PAUL
BUSINESS JOURNAL

HOUSTON
CHRONICLE

THE WALL STREET JOURNAL

CRISTINA
RADIO



明報 MING PAO (NY) DAILY

Customer Testimonials

“For my 75th birthday, I treated myself to hi BTE hearing aids. When I left my appointment, **my life changed**. Now when I hike in the mountains, I not only see the beauty of water as it trickles, **I hear it**. When I attend concerts in the park, the **sound is so much fuller**. I had become **quieter among friends**, never knowing if I had heard correctly, more reluctant to ask “what did you say?” Now “**what**” is just a minor word in my vocabulary...Thank you, *hi HealthInnovations* for **giving me back joy in living.**”

Nancy B. (Tuscon, AZ)

“I purchased another brand of hearing aids costing over \$7000 for the pair. I found they made very little difference even after many office visits and adjustments. I ordered hearing aids from *hi HealthInnovations* for less than \$1000. **At last I can hear what is being said around me and can feel part of our family discussions.**”

Fred S. (Palo Alto, CA)

Customer Testimonials

“Even though the hearing aids you have provided for me **cost about 1/5 of those I had previously used, they are much more effective.** The new devices are **more powerful, more adaptable and certainly provide a much improved level of performance.**”
Dwain T. (Las Vegas, NV)

“As an experienced user, 15 years with hearing aids, **my expectations were met in all cases; convenience, support and quality of this product, competitiveness of pricing and after-sales support.** I would **strongly recommend** *hi HealthInnovations* hearing aids to anyone considering the purchase of a hearing aid.”
Mike A. (Knoxville, TN)

“First, your **service speed beats out Amazon** (and they are fast). I called on Monday and they got here on Thursday. And most importantly, they **work perfectly. I understood my 63-year-old daughter for the first time in years.** I believe everyone there deserves an A+. Great product and really friendly service.”
James S. (Denton, TX)