MEDIA RELEASE
Embargoed 2.00am Thursday 12 June 2025

It's memorable: Australian innovator releases the world's first and only smart hearing implant system

- The new Cochlear™ Nucleus® Nexa™ System is the first and only hearing implant featuring internal memory and upgradeable firmware.[1±]
- Australians living with hearing loss are among the first in the world to be able to access[2] the next generation technology which is designed and manufactured in Australia.
- Today 1 in 6 Australians (3.6 million) are living with some form of hearing loss[3], yet only 10 to 12 per cent of Australian adults who could benefit from a cochlear implant have one.[4]

Sydney, Australia, 12 June 2025: Cochlear, the global leader in implantable hearing solutions, today launched the Cochlear™ Nucleus® Nexa™ System – the world's first and only smart cochlear implant system.[1±]

Jan Janssen, Chief Technology Officer, explains that Cochlear has re-imagined the internal technology of the cochlear implant system: "The Nucleus Nexa System combines 40+ years of proven reliability of our trusted implants and technology leadership, with a new cutting-edge chipset, which is packed with innovative features. With onboard diagnostics that monitor system performance to ensure optimal hearing, it reduces the burden on users and carers, setting a new standard in implantable hearing technology," explained Janssen. "The new chipset powers the implant, enabling the smart features of the system and it will serve as the platform for Cochlear's future smart implant innovations. The technology advancements offered in the Nucleus Nexa System are built on more than 10 years of intensive research & development."

The groundbreaking Nucleus Nexa System offers the world's first hearing implant solution with upgradeable implant firmware, revolutionising the way people with hearing loss can access future technology. Conventional cochlear implants available today can only access future innovation by upgrading their sound processor. With the Nucleus Nexa System this limitation is removed. People with a Nucleus Nexa System can experience new features and advancements, via both updates to the firmware in their smart implant and upgrades to their sound processor over time.

"This is the first cochlear implant with its own firmware, so the device can be upgraded to new features and advancements throughout the user's lifetime. Just like a smartphone receives a firmware update, now people with a Cochlear implant can stay connected to the latest technology updates today and well into the future," said Janssen.

The Nucleus® Nexa™ System is the also the first implant with built-in memory, allowing the personalised hearing settings (MAPs) of the user to be securely stored directly in their Nexa implant.[1] This innovation ensures users can seamlessly transfer their settings to a new Nucleus Nexa Sound Processor if their current one is lost or damaged.

"We designed the new System with the goal to deliver better solutions to our customers today and into the future. The Nucleus Nexa System comes with a distinct advantage, allowing user's personalised

hearing settings (MAPS) to be stored securely in the implant's in-built memory. This advancement offers unmatched convenience and efficiency both for the user and the clinician," said Janssen.

"Previously, if a user misplaced or damaged their sound processor, they would need to visit a clinic to obtain a replacement sound processor. This replacement device would need to be programmed with the user's personalised hearing settings in the clinic by a cochlear implant professional, taking valuable time from both the professional and the user. With the brand-new 'Smart Sync' feature, the user simply needs to pick-up or receive a "blank" sound processor and the personalised settings are automatically copied to the replacement sound processor allowing a person to hear with their cochlear implant again in in a matter of seconds," explained Janssen.

To make hearing easier, the Nucleus Nexa System intuitively responds to changing needs throughout each day.[1, 7-9] It can automatically adjust listening to help people hear more clearly.[1] The Nexa implant also features a new gold implant coil and new RF Link technology with dynamic power management. This facilitates more efficient power and data transfer between the sound processor and the implant and automatically maximises battery life for each user.[#]

Hearing loss affects one in six Australians[3], with the emotional, social, and financial impact felt at every stage of life. Nearly 30 per cent of people with hearing loss report feeling isolated, and more than 70 per cent experience challenges in communication, leading to strained relationships and reduced social participation.[10,11]

Professor Robert Briggs, Director of the Cochlear Implant Program, Royal Victorian Eye and Ear Hospital, explains why treating hearing loss is so beneficial: "Hearing loss affects so many areas of a person's life from employment, social interaction, relationships and well-being. For Australians with hearing loss, it is important for you to speak to your hearing health professional to see what options are available to you," said Prof Briggs.

Stu Sayers, President of Asia Pacific & Latin America at Cochlear, welcomed the availability of the new system: "We are driven by a passion for progress; to help people hear and be heard. This is why we have a proud history of being first to bring industry leading technology to people with hearing loss. Most importantly, we are excited by the potential of this next generation technology to improve the experience and outcomes for people living with hearing loss today and well into the future."

One of the first people in the world with a Nucleus Nexa System is Melbourne based Stephen Dyt who has been living with hearing loss his whole life.

"My experience with hearing loss started with seeing both my grandmother and father struggle with hearing loss," said Stephen. "It was something I have lived with my entire adult life. Since I was 17 years of age, I have worn hearing aids but in the last few years, I wasn't getting the same benefit, and I was struggling to hear in settings I previously coped well in. My family and friends noticed this change and I decided it was time to explore a cochlear implant. When the opportunity came up to be one of the first people to receive this new cochlear implant, I was extremely nervous and excited. This new implant has

dramatically changed things for me and most importantly, my family. I am now able to interact and live with confidence and life is a lot easier as I can now hear clearly," explained Stephen.

Cochlear has provided more than 750,000 hearing implants to people around the world and the company's implants are the most reliable in the industry which is one of many reasons people choose a Cochlear hearing solution more than any other brand.[5-6] In 2024 Cochlear was named the number one most trustworthy company in the healthcare industry by Newsweek in its rankings of the World's Most Trustworthy Companies. This prestigious recognition underscores Cochlear's unwavering commitment to excellence, innovation, and customer-centricity.

- Ends –

Commercial availability: The new Cochlear™ Nucleus® Nexa™ System will be available in Australia from 16 June 2025. For further information, please visit www.cochlear.com

About hearing loss in Australia

The number of Australians impacted by hearing loss is projected to double to 7.8 million by 2060.[2] Hearing loss becomes more common as we age.[10] Almost two in three adults above 60 years of age experience some degree of hearing decline.[10] The economic impact is significant, with the cost of hearing loss in Australia estimated at $20 billion in 2019-2020.[12] For more: https://www.cochlear.com/au/en/corporate/media

About Cochlear Implants

Unlike hearing aids which increase the volume of sound, cochlear implants work by enhancing sound clarity, bypassing the damaged part of the ear entirely to stimulate the hearing nerve directly. Cochlear implants focus on enhancing clarity of sound, while hearing aids mostly work by making sounds louder.[13-15] This clarity could help people reclaim their confidence and fully immerse themselves in the meaningful moments of everyday life.

About the Cochlear™ Nucleus® Nexa™ System

The new system includes the Nucleus Nexa Implant, the Nucleus Kanso® 3 Nexa Sound Processor and the Nucleus 8 Nexa Sound Processor. The Nucleus Nexa Implant and sound processors are supported by Nucleus SmartNav, Nucleus Smart App, Custom Sound® Pro fitting software and wireless accessories. The new Nucleus® Nexa™ System can learn about its user's listening needs and the environment they are in. It can then automatically adjust listening or power management settings to help people hear more clearly[1] or maximise battery life.[#*] Users can enjoy clearer sound streamed directly from compatible* mobile devices and, in the future, at airports, concert venues and more using Bluetooth® LE Audio and Auracast™ broadcast audio.[¥]

Now available to eligible Australians through the public health system and private health insurance companies.**

About Cochlear Limited (ASX: COH)

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People have always been Cochlear's inspiration, ever since Professor Graeme Clark set out to create the first multi-channel cochlear implant after seeing his father struggle with hearing loss. Since 1981, Cochlear has helped more than 700,000 people in more than 180 countries to hear. As the global leader in implantable hearing solutions, Cochlear connects people with life's opportunities, and welcomes them to the world's largest hearing implant community. Cochlear has a global workforce of more than 5,000 people, with a passion for progress, who strive to meet the needs of people living with hearing loss. The company continually innovates to anticipate future needs, investing more than AUD$3 billion to date in research and development to push the boundaries of technology and help more people hear. www.cochlear.com

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For full media kit visit: https://www.cochlear.com/au/en/corporate/media

References and disclaimers
Please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always follow the directions for use. Not all products are available in all countries. Please contact your local Cochlear representative for product information. Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology.

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± Smart cochlear implant system is defined as the first/only cochlear implant having Internal memory with upgradeable firmware.

Battery life varies for every user, according to the age of the battery, the programs used each day, your implant type, the thickness of skin covering your implant, and the size and type of battery used. Streaming from compatible devices, True Wireless Devices or FM may decrease sound processor battery life depending on how often and for how long streaming is engaged.

* The Cochlear Nucleus 8 Nexa and Nucleus Kanso 3 Nexa sound processors are compatible with Apple and Android devices. For compatibility information and devices visit www.cochlear.com/compatibility

¥ As Bluetooth LE Audio compatible devices become available, a firmware update will be required for you to use certain features. Auracast™ broadcast audio capability is subject to third party adoption of the Auracast protocol.

**Conditions and eligibility criteria apply. Please speak to your health insurer and/or healthcare professional to confirm your coverage.