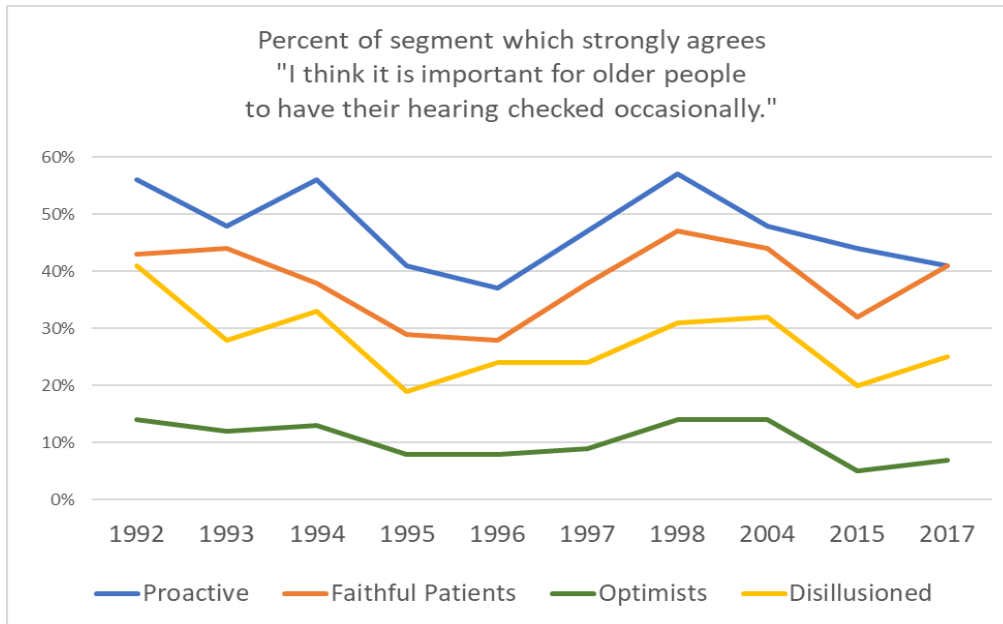


Based on psychographics, one of our segments is most committed to hearing health



Since 1989 Strategic Directions Group/Motivo consulting has tracked our four Health segments within the 40 and older U.S. population. The segments' attitudes toward hearing testing parallel their attitudes toward health in general.

Cost-effective study

We are fielding a cost-effective, syndicated study on hearing aids and health which offers you a new perspective for these turbulent times.

Proactives committed to hearing aids

In our 30 years of psychographic segmentation research on the U.S. 40 and older population, we have found one of our segments, the Proactives, is far more committed to regular hearing tests, think hearing aids are worth the cost, and more of them wear hearing aids than our other three segments.

New perspectives

Participation in our study will help you to better understand what motivates Proactives and our other segments and communicate more effectively with them.

A multi-layered approach

We invite you to participate in our study, which overlays our proprietary psychographic segments, based on attitudes, with demographics, behaviors, and media and Internet usage.

Our approach creates a fresh perspective of the hearing aid buyer, one you need now.

Our cost-effective study provides new insights into motivation to purchase hearing aids

Specific topics covered

The specific topics our planned study will address are listed on the back page of this brochure. We have focused on issues critical to the hearing aid industry.

Participation in the study

Our study on health and hearing is a syndicated effort in which any number of companies can participate.

We conduct both proprietary studies for large and mid-sized companies, as well as syndicated studies, such as this effort. We will not share the names of participating companies.

Cost of participation

The cost to participate in our study is \$12,000.

Deliverables

Each participating company will receive a report in presentation format covering the study's results.

In addition, we will provide two standard cross-tabulations of the data in electronic format. One cross-tabulation will be based on the national balanced sample, with a second on the 65 and older population.

Timing

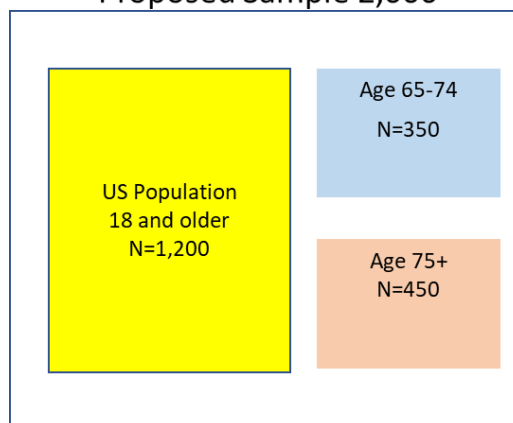
If we obtain sufficient participation, we anticipate that the report and cross-tabulations will be available in early November 2020.

Sample size

The study will be conducted online by an international data collection company with which we have worked several times.

Our study of 2,000 respondents will be drawn from two samples. One sample consists of 1,200 persons 18 and older providing participating companies with a demographically balanced sample of the U.S. population. A second sample will consist of two subsamples divided by age: 350 persons 65 to 74 and 450 persons 75 and older. These subsamples will provide additional data on the U.S. population with the highest level of hearing impairment.

Proposed Sample 2,000



Legal parameters

Data generated by this study is solely owned by Strategic Directions Group, Inc./Motivo consulting. Data from this study shared with participating companies is intended for internal use only. If a participant wishes to disclose or share data from this study with any entity external to it, the participant must obtain written permission from Strategic Directions Group, Inc./Motivo consulting prior to any disclosure of the data.

Not one hearing aid buyer, but four, each defined by very different attitudes on health

Target messages to segment

The motivations of each of our four Health segments differs radically: each segment is persuaded by different messages delivered using specific communication vehicles. A general message isn't sufficient to move many hearing impaired to begin the journey to buy a hearing aid.

Participation in our study will provide you with a deep knowledge of the four Health segments and suggest messages that will

motivate those with impaired hearing to start the purchasing process.

Sources differ by segment

Considering communication vehicles, one Health segment, for example, is distinguished from the others by absorbing health information from printed sources: books, magazines, and newspaper articles. In contrast, another segment is marked by a strong reliance on social media.

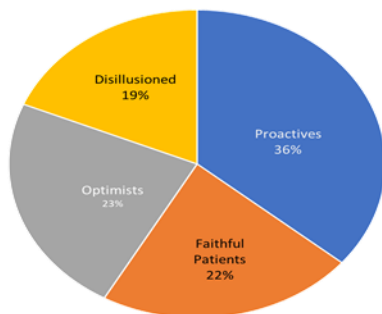
Doctors are the key pathway to other segments. Preparing marketing materials for general practitioners regarding the impact of hearing on preserving other aspects health is an important way to reach these segments.

A platform for strategic planning

Examining your market using our Health segments will give you a new perspective for strategic planning. Each Health segment presents both opportunities and challenges.

Each Health segment is motivated by different messages delivered using specific communication vehicles.

Brief descriptions of Strategic Directions Group, Inc./ Motivo consulting's Health segments



Proactives are intensely committed to exercise, eating a balanced diet, and avoiding foods high in fat. They are convinced that having a healthy lifestyle will payoff in future good health.

Faithful Patients know what they should be doing to improve their health, but admit they don't take action. They are apt to turn to doctors, pharmacists, and medications to help them get better.

Optimists think they rarely get sick. If they do get sick, they think there wasn't much they could have done about it anyway. Optimists are the least committed to getting an annual physical.

Disillusioned are highly critical of the U.S. healthcare system and are the most concerned about having enough health insurance.

Questionnaire topics addressed

Strategic Directions Group, Inc./Motivo consulting survey on hearing aids

Sources of health information

Social media accounts/Internet access
Types of media used (magazines, newspapers, etc.)
Professional and familial sources
Employer

Health & wellness

Covid concern and testing (5 questions)
Current state of health
Height
Weight
Exercise frequency
Smoking/Drinking
Dealing with illness
Type of health insurance
Frequency of doctor visits
Number of Rx and OTC drugs taken daily
Asked doctor for advertised drug

Demographics

Sex
Age
Marital status
Education
Number of children
Employment (hours, retired, unemployed)
HH income
Zip code

Attitude questions creating the Motivo consulting proprietary Health psychographic segmentation, part of the Morgan-Levy Health Cube, an e-health system.

Hearing topics covered

Exposure to potentially damaging sounds
Hearing getting worse
Had a hearing test
If not, why not (12 reasons)
If yes, how long ago
Type of professional tested you
Result of this test (degree of loss)
Had an online hearing test
Did hearing professional recommend hearing aids
What actions did you take (8 choices)
When would you consider purchasing hearing aids
Reasons for not getting hearing aids (12 reasons)
If Medicare Advantage, aware of financial support for purchase of hearing aids
Consider buying a PSAP
Taken a hearing test on a manufacturer's website
Consider buying a hearing aid online or OTC
Have tinnitus
Think hearing aids could help with tinnitus
Know someone who thinks hearing is getting worse
Your relationship to them
Helped them take any action (9 choices)
Did this person get hearing aids
Evaluate 19 companies:
 Aware
 Offers a high-quality product
 Purchased brand

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**Strategic Directions Group, Inc. is
certified as a woman- and minority-
owned company.**