

Press release

OTOFARMA INTRODUCES A NEW GENERATION OF ARTIFICIAL INTELLIGENCE-BASED HEARING DEVICES, AVAILABLE ON THE MARKET FROM JANUARY 2026

The Group focuses on the evolution of its product range with Artificial Intelligence algorithms, new features, and innovations: a solution suitable for all professional and social lifestyles.

Naples, 05 December 2025 – **Otofarma** Group – with over 30 years of experience in the hearing care sector and a leader in the production of hearing devices distributed mainly through the pharmaceutical channel – presented three new product series to its sales network during the Company Meeting held on Friday, November 28: **Premium Series, Advanced Series, and Standard Series**. These new devices represent a further and significant step forward in the evolution of the audiology market and in the care of patients with hearing loss, thanks to the targeted use of Artificial Intelligence algorithms and innovative new features.

The innovations Otofarma will bring to the market on **1 January 2026** will play a key role in expanding its customer base and strengthening partnerships with pharmacies. With the new generation of hearing aids, patients will benefit from “smart,” adaptive products designed to deliver a natural and precise sound experience—capable of addressing needs and challenges that remain unresolved or insufficiently addressed by current market offerings.

First and foremost, Otofarma will significantly enhance the distinctive feature that has always set it apart from competitors: **highly personalized patient care**. Thanks to the use of Artificial Intelligence algorithms, the new devices can automatically and instantly recalibrate sound processing across an ever-growing number of environments, in line with the patient's unique lifestyle habits.

Artificial Intelligence analyzes an expanding range of sound environments and—with increasing precision and capability—distinguishes noise from human speech, enhancing speech frequencies and automatically optimizing listening. This improves communication even in the most challenging situations, thanks to a continuous learning curve powered by “environmental” data collected from thousands of devices already in use, combined with information specific to each patient.

Thanks to these advanced automatic adaptation capabilities, the new devices can combine **up to 3,712 acoustic configurations**, ensuring optimal immediate performance even in extremely difficult settings and opening new possibilities for use in environments that have traditionally been challenging for people with hearing loss—such as crowded markets, parties, public events, theatres, airports, and university halls.

Another major innovation concerns the latest-generation microphone system, specifically designed to improve speech comprehension in noisy environments. It automatically activates the new **“Conversation in a Very Noisy Environment”** mode only when needed and, in rechargeable models, also factors in the wearer's movements to avoid unintended activation—thus reducing unnecessary power consumption.

For users who spend long periods in the car, a dedicated program— **“360° Conversation in the Car”**—is available, designed to recognize the specific acoustics of vehicle interiors and ensure clearer, more stable dialogue while driving.

In terms of **connectivity**, the new devices enhance call quality through a wider audio bandwidth, making the user's voice clearer and more natural. In addition, touch controls can now be adjusted directly through the Otofarma app.

In terms of **comfort and usability**, the new ventilated domes used in these innovative hearing devices will significantly reduce the number of replacements required, minimizing inconvenience for customers and reducing the need for service support.

Finally, the new devices also feature updated **designs**, particularly for rechargeable models, which come with a newly redesigned magnetic charger for more intuitive placement and more stable charging.

“We are proud to present the most powerful, intelligent, and intuitive generation in Otofarma's history,” said CEO **Giovanna Incarnato Bartolomucci**. “We are taking a decisive step toward the future of hearing. Our goal has always been to create devices that truly improve people's quality of life. With the new devices, we offer more human technology—able to adapt naturally to everyday situations, even the most complex ones. With the innovations introduced in these new series, we are proud to say that Otofarma will enable patients with hearing loss to live their professional and social lives confidently, without limitations or constraints imposed by their condition or surrounding environments.”

About Otofarma SpA

Otofarma Group is a leader in the design, production, and distribution of customized hearing aids through pharmacies. Its reputation is built on technological innovation and continuous research, offering advanced audiological solutions at a guaranteed democratic price, with the goal of making hearing care more accessible and widespread.

Pioneering in telemedicine, Otofarma was the first company in Europe to introduce specialist tele-audiology services in pharmacies, today available under Otofarma brand in more 4,000 partner pharmacies, making access to diagnosis and personalized devices easier.

Founded by Gennaro Bartolomucci, now Chairman, and led by CEO Giovanna Incarnato Bartolomucci, the company holds six patents for its proprietary software and instruments. Its devices and services are distributed exclusively through partner pharmacies, ensuring a controlled, quality-focused business model.

For more information:

Otofarma S.p.A.- Investor relations

Anna Incarnato Bartolomucci

E-mail: anna.incarnato@otofarma.it

mob: +39 347 0506780

Alantra – Euronext Growth Advisor

E-mail: ega@alantra.com

mob: +39 334 6267242

SEC Newgate – Media Relations

+39 02 624 999 1

Michele Bon – michele.bon@secnewgate.it – +39 338 693 3868

Francesca Brambilla – francesca.brambilla@secnewgate.it – +39 338 627 2146