

GN Strategy 2017-2019: “Hear more, do more, be more”

Today, GN Group launches its 2017-2019 strategy: **“Hear more, do more, be more”**. The strategy builds on the three cornerstones: Innovation Excellence, Commercial Excellence and People Excellence.

In recent years, GN has transformed into a global leader within **medical** hearing instruments and **professional** and **consumer** headsets. With relentless focus on innovation GN has delivered successfully on its 2011-2013 strategy as well as on its current 2014-2016 strategy.

GN has established a proven innovation framework that will continue to deliver uniquely on products and solutions that help people “hear more, do more, be more”. Continued upgrade and enhancements to our commercial approach and an empowered performance-minded organization, will be the foundation for continued strong profitable growth in 2017-2019. Additionally, by combining knowledge in medical hearing instruments with professional and consumer headset capabilities, over this time period GN will be uniquely positioned to develop intelligent audio solutions that allow its users to “hear more, do more and be more” than they ever thought possible.

The GN strategy for 2017-2019 aims to deliver the following financial targets:

- GN Hearing:
 - Annual organic revenue growth of 6-8%
 - EBITA margin of 20-22%
- GN Audio:
 - Annual organic revenue growth of 6-9%
 - EBITA margin of 17-19%
- GN Store Nord targets an effective tax rate of around 22%

“We are very excited to launch our 2017-2019 strategy, which we are confident will further strengthen GN’s leading position in our core industries. We want to be an organization that “hear more, do more, be more” and that delivers on this promise to our customers and users based on the three strategic cornerstones of Innovation, Commercial and People Excellence. We have a very strong momentum and a unique foundation for continued strong growth”, says Anders Hedegaard, CEO of GN Hearing, and René Svendsen-Tune, CEO of GN Audio, in a joint statement.



The presentation for GN's Capital Markets Day, focusing on the 2017-2019 strategy, will be available on gn.com on September 26 at 10:30 am CET.

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