

China's Sonitus Medical and BHM establish strategic cooperation

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Sonitus Medical grants BHM the commercialisation rights outside of China



Sonitus Medical has entered into a strategic cooperation with BHM, a renowned European manufacturer of bone conduction hearing devices. The two companies will engage in deep collaboration across product development, manufacturing, regulatory approval, marketing, and sales.

Under the agreement, Sonitus Medical grants BHM the commercialisation rights outside of China for two innovative bone conduction hearing products developed by Sonitus.

BHM, together with its parent company MED-EL, a global leader in implantable hearing solutions, will promote and distribute the products through MED-EL's extensive marketing network, which spans more than 130 countries.

"The medical-grade bone conduction market for patients with conductive hearing loss, single-sided deafness, and mixed hearing loss is still in its infancy in China, but holds tremendous potential. In China, Sonitus Medical is already the leader in this niche segment. We are dedicated to developing innovative, high-quality, non-invasive bone conduction hearing solutions. Our products undergo rigorous clinical audiology validation and meet world-class standards. An increasing number of hearing-impaired individuals in China rely on Sonitus Medical's products in their daily lives and work," said Shawn Pu, Chairman of Sonitus Medical.

"Even in relatively mature hearing markets like Europe and the United States, there remain many unmet needs among patients with conductive hearing loss, single-sided deafness, and mixed hearing loss. There is still significant growth potential for medical-grade bone conduction hearing devices, especially innovative and high-quality non-invasive solutions. Not long ago, MED-EL, the global leader in implantable hearing solutions, acquired BHM, which signals a strong push in this field," said Markus Hütter, Managing Director of BHM.