



Hear better. Live better.

Annual Impact Report

2023

*Starkey's corporate social
responsibility program*

Starkey
cares 

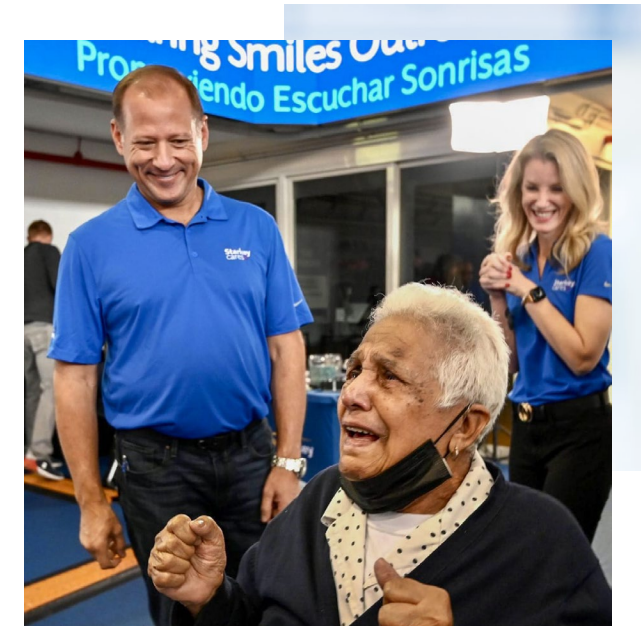




Starkey cares

At Starkey, caring is part of our DNA – it is embedded in all we do and who we are as individuals and as a company. Caring is what sets us apart, and remains an integral part of the company’s vision, and the impetus of Starkey Cares, Starkey’s corporate social responsibility program, which launched in 2021.

The global impact of Starkey Cares through our valued customers and employees has exploded beyond anything we could have imagined. Our Neighbors in Need program went from helping 5–10 patients a month to serving close to 100 deserving people monthly. In 2023, our Hearing Smiles Missions launched domestically and around the globe. We found new local and global partners to collaborate with, and we launched the Veteran Support Grant program. Moreover, our work as the official hearing health partner to Special Olympics International brought us to events around the United States and to Berlin, Germany for the Special Olympics World Games, where we fit nearly 275 athletes and coaches with brand new, state-of-the-art hearing aids.



What really stood out to me in 2023, was that in the midst of launching the industry’s flagship hearing technology, Genesis AI, our employees were as committed as ever to giving back to their communities through their volunteer efforts.

We are proud of all we accomplished in 2023 and look forward to continuing to make an impact around the globe in the year ahead. We could not do this without you. Thank you for helping to make a difference in the lives of people who need it most.



Brandon Sawalich
President & CEO of Starkey

We understand how precious the sounds of friends and loved ones are, and helping people stay connected is at the core of all we do.

—Brandon Sawalich, President & CEO of Starkey



The pillars of Starkey Cares:



Commitment to community

Starkey is committed to helping the communities where we live and work through sponsorships, partnerships and the actions of our employees.



Commitment to veterans & active-duty military

Starkey supports veterans' organizations through sponsorships and partnerships to bring our heroes the best in American innovation.



Commitment to our world

Starkey's core value of caring for others is a universal commitment that we put into action through partnerships with global organizations.

Starkey is a privately-owned company, founded by Bill Austin. It's built on the simple idea of helping others. Bill knew that if he created a successful business with a mission to always put the needs of the patient first, it would positively impact the lives of many.

At Starkey, caring is our top value and has always been at the core of everything we do. It's our "why" and something that we weave into every area of our company. Our passion for changing the world starts with our product innovation and comes to life through the people and communities whose lives are forever made more vibrant as a result of better hearing.

Starkey Cares is our public commitment to corporate social responsibility designed to bring people together under the common bond of caring for one another. We express this value in the three pillars of Starkey Cares: communities in need, supporting our veterans and active-duty military, and our global commitments.

In this report, we'll highlight the vast impact each of the pillars has had on helping to connect people and communities through better hearing. We'll showcase how each of those pillars has grown and continues to be not just our corporate responsibility but our "why" for how we connect with others each day.

Our impact at a glance:



2,168

Total Starkey Cares partner locations in the US



20

Special Olympics events supported



759

Special Olympics athletes and coaches supported



Special Olympics



2,939

Free hearing aids delivering the gift of better hearing



632

Hours volunteered by employees in their local communities



\$6,856,916

Total Starkey Cares financial impact

*Includes the value of employee volunteer hours, philanthropic sponsorships, retail value of hearing aids distributed, and program materials and support.



Helping our Neighbors in Need

Starkey operates on a global scale, and we believe that caring starts in our local communities, one person at a time. That's why one of our focuses is on providing direct help to those in need through our Neighbors in Need program, our Hearing Smiles Missions, as well as supporting organizations important to our employees.

In 2023, our Neighbors in Need program accelerated its impact as customers and employees spread the word about the incredible opportunity to get top-tier hearing care for those who qualify for only the cost of an application fee. Through that program alone, we provided 1,844 hearing aids to those who could not otherwise afford them.

Providing technology targeted to the type of loss, lifestyle, and needs of each individual requires employees and Starkey Cares partners, Starkey customers who have volunteered their services at no cost, to patients so they receive the hearing healthcare we all deserve. This happens in a variety of ways – our Starkey Cares specialists connect patients with Starkey Cares partners around the country who help fit Starkey hearing aids Starkey provides and offer ongoing support. Starkey employees and customers also bring hearing health to local communities by holding Hearing Smiles Missions, where dozens of patients in need receive hearing aids and care. These events help raise awareness of the important role hearing health plays in people's overall quality of life.



There was a woman today who was fit with new hearing aids and she and her daughter were crying with joy because she'd not been able to hear in over a decade. Starkey is a game-changer in the lives of people living in Washington Heights.

— Luis A. Miranda Jr., Philanthropist and Activist



(From left to right) Michael Scholl, Dr. Luz Towns-Miranda, New York State Assemblyman, Manny De Los Santos, Luis Miranda, and Brandon Sawalich.



Starkey Founder, Bill Austin, and Starkey Cares partner, Keri Ruf, share a moment of joy with a mother and daughter at our mission in New York City.

Starkey employees and customers are at the core of our corporate social responsibility because they drive engagement with Starkey Cares on causes/organizations that are important to them!

Starkey customers and Starkey Cares partners, Cheryl and Fortunato Figliano, teamed up with volunteers to provide state-of-the-art Starkey hearing aids to Holocaust survivors in Cleveland, Ohio.



Starkey employees have been supporting our community for decades with free technology, planning and volunteerism. It really speaks to how perfect the name 'Starkey Cares' really is.

— Fortunato Figliano, Starkey Cares partner



General Counsel Thomas Ting serves on the Special Olympics Minnesota board of directors and leads our Starkey Cares team in the Polar Plunge each year. "I take immense pride in being an ambassador of Starkey," Thomas explained. "As a result, it's inspiring to have the company support my participation in the Polar Plunge as a member of the board of directors of the Special Olympics of Minnesota."

Starkey cares



Thomas Ting leads Team Starkey Cares in the Polar Plunge.



Commitment to community



Bill Chase and Andrew Yamoah

Starkey has proudly participated in Minnesota's Adopt-a-Highway program, cleaning a two-mile stretch of highway near campus, for the last two decades. The Adopt-a-Highway program is administered by the Minnesota Department of Transportation that turns community involvement into cleaner roadsides. Three times a year, Starkey employees, friends, and family take the time to make the area around campus clean and presentable for our local community.

Starkey's Adopt-A-Highway program has been successful for over 20 years, largely in part because of Bill Chase, Senior ECAD Designer at Starkey. Bill's dedication to the program has resulted in over 70 roadside cleaning events, nearly 250 volunteers, and over 130 hours volunteered in his time supporting the program. We thank Bill for his caring commitment to Starkey and the Adopt-A-Highway program as he transitions event organization responsibilities to other Starkey employee volunteers who are looking forward to continuing the legacy of supporting this amazing work.

“With help, I developed Starkey's program from the (littered) ground up! It was rewarding to set up all the little things that make a successful event. Even more rewarding knowing we contribute to a cleaner, more pleasant local environment.”

—Bill Chase,
Senior ECAD Designer



Starkey employees volunteering their time to clean up their community.



Starkey leadership and guests attend the 2023 Purple Gala for the Alzheimer's Association of Minnesota in Minneapolis.

Melissa White, Vice President of Treasury and Finance at Starkey, was the primary caregiver to her parents as they lived with dementia. Melissa now plays a key role at Starkey, along with **Chief Business Development Officer and Executive Vice President of Corporate Relations and Alzheimer's Association of Minnesota board member, Michael Scholl**, in leading Starkey's sponsorship of the Alzheimer's Association of Minnesota Purple Gala and their Walk to End Alzheimer's. Starkey is proud to be the largest fundraiser of the walk in the state of Minnesota in 2023.



Starkey employees, friends and family members at the 2023 Walk to End Alzheimer's.

“Starkey's mission is Hear Better, Live Better. It's not just a slogan and I'm very fortunate to be able to connect my professional life and personal life. We often refer to 'The Starkey Family.' Its work with the Alzheimer's Association shows that it really is a family.”

—Melissa White, Vice President of
Treasury and Finance

“As research continues to show the connection between hearing loss and cognitive decline, I'm proud of the strong partnership Starkey has with the Alzheimers Association. Working together, we can help educate families and caregivers about the importance of early detection and treatment of hearing loss to help stave off cognitive decline.”

—Michael Scholl, Chief Business Development Officer & Executive Vice President of Corporate Relations



Fostering deeper connections with our employees and communities

The year 2023 marked impressive growth in two key areas under our Veterans and Active-Duty Military pillar: supporting service groups with critical funding and deepening our connection with our employees.

In May, Starkey became the title sponsor of Flags for Fort Snelling, which places flags at the headstones of every person buried at Fort Snelling National Cemetery near Starkey's headquarters in Minnesota.

"There are nearly 200,000 people buried at Fort Snelling National Cemetery, each with a story and a family that cares for them deeply. We sincerely appreciate the leadership and support from Starkey and their volunteers for helping to honor the sacrifices of those who helped keep us safe," said Joanne Malmstedt, founder and president of Flags for Fort Snelling.



Starkey volunteers place flags at the Fort Snelling National Cemetery as part of Starkey's support for those who have served in uniform.

Project Got Your Back provides life-changing resources to Veterans and their families at exactly zero cost. The impact we've had and will continue to have across our Veteran community is not possible without the generosity of organizations like Starkey, and we cannot thank you enough.

—Paul Davis, Executive Director, Project Got Your Back

Adam Spicer, Starkey's Director of Security, had a particular passion for this organization both as a veteran of two tours in Iraq and as someone who has family buried at Fort Snelling National Cemetery. Of his experience placing a flag at his grandfather's headstone, Adam said, "My grandfather was a World War II veteran in the United States Army, now laid to rest in Fort Snelling. I am truly grateful to be on a team that recognizes our nation's heroes, past and present. There's no limit on the amount of impact that has on me as a veteran employee at Starkey. To know that Veterans are remembered and respected for their sacrifices, and ability to contribute to a new mission holds far-reaching reverence."

To commemorate Veterans Day in 2023 Starkey launched the first Starkey Cares Veteran Support Grant Program, granting \$25,000 to organizations around the country that are engaged in supporting veterans and their families.

To receive support in the form of this grant is a real honor for us. We pledge to remember those who didn't come home by offering a quiet place for those who did. It's the least we can do for the men and women who did so much for us.

—Gretchen Catherwood, Co-Founder & Board Member of Darkhorse Lodge



Starkey employee, Sadie Sandstrom, is a navy veteran and her nine years of active duty make her especially attuned to the needs of veterans. That's why she led a team of employees in reviewing applications for the Starkey Cares Veteran Support Grant Program and recommending non-profits to receive the grants. All of the grantees are doing incredible work, and we look forward to seeing how Starkey's support helps to accelerate their service to those who served!

Sadie was a Boatswain's Mate 2nd Class which meant she spent a lot of time in loud, enclosed environments on ships, and over the years, her hearing deteriorated. Working through her Veterans Administration Clinic she was fitted with Starkey's state-of-the-art Genesis AI hearing aids, launched just this year, and it's made a world of difference in managing her tinnitus and hearing loss. We thank Sadie and all our employees who served in the military for their bravery and sacrifice both in peace and in war.



Impacting lives through Starkey Cares around the globe

In 2023, Starkey Cares conducted Hearing Smiles Missions, helping people in our communities and around the world who do not have access to hearing health care resources and technology. Starkey employees and customers collaborated to provide the hearing health care everyone deserves in Armenia, Costa Rica, Kenya and the Dominican Republic. While each of these missions had a unique need, all of them shared the Starkey Cares commitment to caring for and connecting with each other through better hearing!

Starkey also continued our commitment to the "Inclusion Revolution" through our ongoing partnership with Special Olympics International at the 2023 Special Olympics World Games in Berlin, Germany! Starkey employees, hearing professionals, and customers fit over 260 Special Olympics Athletes and Coaches in the Healthy Athletes Village. It was an opportunity to spread the gift of hearing across the globe.



Starkey Mexico leader, Joe Garcia, demonstrates the core value of caring for others at our Dominican Republic Hearing Smiles Mission.



Thank you to Starkey and their employees for providing free hearing aids and hearing health services for Special Olympics athletes! Through the Starkey Cares program, you demonstrate how much you care about the lives of these incredible athletes and coaches.

— Maria Shriver, Award-winning journalist, daughter to Eunice Kennedy Shriver, Founder of Special Olympics

Special Olympics athletes and coaches have unique needs based on their lifestyle, their sport, and type of hearing loss, resulting in the need to have a committed clinical professional leading the care process. Dr. Justine Hammer, Au.D., who's been with Starkey for 17 years and serves as the clinical director for Starkey Cares, collaborates with Special Olympics hearing professionals crafting hearing care protocols, leading the assessment and fitting processes for athletes with hearing aids, and supporting athletes with education and training on getting the most out of their Starkey hearing aids. "The first lesson I learned working closely with Starkey's chairman and founder, Bill Austin, in our

Center for Excellence was that hearing is individual to every person and so too are the hearing health solutions they require," said Dr. Hammer. This is why, in collaboration with Dr. Dave Fabry, Starkey's Chief Hearing Health Officer, Dr. Hammer trains and educates our employees, customers, and audiologists in being responsive to the specific needs of our Special Olympics athletes. Hammer explained, "What I love about working with Special Olympics athletes is the variety. In Berlin, we had one athlete who needed to get up and walk around the area every 5-10 minutes. Another wanted to sit on the floor instead of our chairs so, on the floor we went!"



Starkey Cares clinical director, Dr. Justine Hammer, fitting a Hungarian power lifter at the Special Olympics World Games in Berlin.



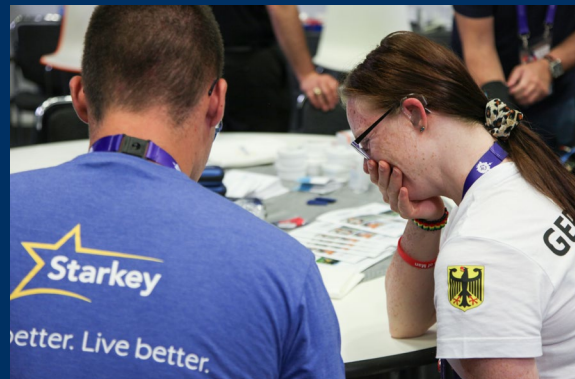
Starkey customer and audiologist, Phillip Trabert of Germany fitting a Special Olympics athlete at the World Games in Berlin.

Our Starkey team was fully committed to serving others at the World Games in Berlin by always being the first to arrive and the last to leave the Healthy Athletes Village each day, making sure hundreds of Special Olympians got what they needed to live their lives to the fullest. That principal of service over self is at the core of caring for each other, is at the core of Starkey, and is at the core of our employees.

— Thorsten Quass, Starkey Vice President of European Sales



Opening ceremonies of the World Games in Olympic Stadium in Berlin, Germany.



Hear better. Live better.

For more information about the Starkey Cares program, email starkeycares@starkey.com or call (855) 686-2202.

Starkey Cares is not affiliated with Starkey Hearing Foundation, which focuses on education and training for hearing health professionals in developing nations.