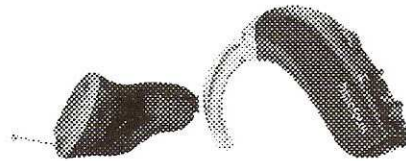




Marketing Plan *by SUS & LDO*



*... the new generation
Pro2/CIC*

Marketing Plan *by SUS & LDO*

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Appendix 1

CIC / Mild losses share of each sister Company markets

	What	% '97	Units (th.)	% '2000	Units (th.)	Increase %	Increase Units (th.)
World*	Mild losses	18%	891	20%	1066	2%	175
	ITE CIC	7%	357	15%	805	8%	448
Australia	Mild losses	60%	99	70%	126	10%	27
	ITE CIC	5%	8	9%	16	4%	8
Denmark	Mild losses	15%	9	17%	11	2%	2
	ITE CIC	1%	0	7%	5	6%	5
Export	Mild losses	10%	110	10%	112	0%	2
	ITE CIC	0%	3	5%	50	5%	47
France	Mild losses	35%	70	35%	84	0%	14
	ITE CIC	10%	20	16%	38	6%	18
Germany	Mild losses	35%	177	40%	210	5%	33
	ITE CIC	6%	29	11%	58	5%	29
Holland	Mild losses	30%	36	35%	45	5%	9
	ITE CIC	3%	3	10%	12	7%	9
Italy	Mild losses	35%	62	38%	70	3%	8
	ITE CIC	10%	18	18%	33	8%	15
Japan	Mild losses	20%	78	24%	101	4%	23
	ITE CIC	7%	29	10%	42	3%	13
New Zealand	Mild losses	18%	5	20%	6	2%	1
	ITE CIC	7%	2	8%	3	1%	1
Norway	Mild losses	18%	6	20%	7	2%	1
	ITE CIC	0%	0	17%	6	17%	6
Poland	Mild losses	10%	2	25%	7	15%	5
	ITE CIC	2%	0	11%	3	9%	3
UK Gov.	Mild losses	60%	186	60%	180	0%	-6
	ITE CIC	0%	0	1%	2	1%	2
UK Private	Mild losses	30%	47	30%	47	0%	0
	ITE CIC	7%	11	12%	19	5%	8
Spain	Mild losses	5%	4	10%	8	5%	4
	ITE CIC	12%	10	16%	13	4%	3
Sweden	Mild losses	25%	14	25%	14	0%	0
	ITE CIC	1%	1	1%	1	0%	0
Switzerland	Mild losses	30%	11	45%	18	15%	7
	ITE CIC	5%	2	15%	6	10%	4
USA	Mild losses	9%	161	10%	200	1%	39
	ITE CIC	12%	222	25%	500	13%	278

* excluding UK Gov

Reference: Oticon Market Information.