

# MEMO



Alpaca Audiology Joins Sonova Audiological Care  
Business January 14<sup>th</sup>, 2022

To industry professionals, partners, and friends:

This week marks the 11 year anniversary of Alpaca Audiology. Given the big news regarding the future, I felt compelled to also take a moment to reflect to the beginning. Alpaca was built around a collection of founders who shared an aspiration and aligned on a goal to provide the best audiological clinic experience in the world. We shared best practices and worked hard to build a strong reputation. As we added great talent and new services like our buying group, Alpaca became something different, it was special.

Over the years our growth has been fueled by various things, but strategic acquisition has always been and will continue to be at the center. We purposely added regional brands and clinics that we strongly felt would align with our values and operating standards. As we entered a time where we considered various suiters for our business, we held firm to those ideals and wanted to ensure not only would we gain great support and strength, but also that the “Alpaca Way” would continue and contribute. It was important that we maintained the success of our regional brands and that we could continue to provide the best acquisition options to the industry.

As I share the news of Alpaca joining Sonova, I am filled with comfort and optimism. Sonova’s Global Audiological Care business has set the standard for partnerships, innovation and patient experience. The assets and resources they offer will enable Alpaca to continue our momentum and help us grow in the US market. Our joint focus is to ensure we take care of our patients and maintain our high quality of care and service.

I love our profession and what we do. I greatly appreciate all the relationships I have built over the years and look forward to sharing more as we continue this exciting journey.

Go and Do Good

Brian Vesely

Founder and President, Alpaca Audiology