



Press Release

16 October 2024

Mimi Hearing Technologies Welcomes Harald Eisenaecher as Independent Board Member and Chairman of the Advisory Board

Berlin, Germany – October 16 2024 – Mimi Hearing Technologies, a global leader in hearing health and sound personalization, is pleased to announce the appointment of Harald Eisenaecher as an Independent Board Member and Chairman of its Advisory Board. Eisenaecher brings over 25 years of experience as a Board Member and Independent Non-Executive Director, with a strong background in technology and e-commerce.

Harald Eisenaecher's extensive expertise in scaling businesses and providing strategic guidance will be instrumental as Mimi Hearing Technologies embarks on its next phase of growth and innovation. His leadership and insights are expected to support Mimi's mission to revolutionize hearing health and expand its presence in the global market.

Andreas Kastenbauer, Investment Partner at MIG Capital, commented: "As a member of the advisory board, I am looking forward to working with Harald. His strong track record and experience, plus his hands-on approach, will be an asset to Mimi and its advisory board."

Harald Eisenaecher added: "I am excited to join Mimi at an important crossroads in its trajectory, as sound personalization and hearing health are entering the mainstream in the consumer electronics industry. Together with the management team at Mimi, and my colleagues on the board, I am confident that Mimi will accelerate its already impressive growth rate and reach new heights by delivering personalized listening experiences and improving hearing health globally."

About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in [sound personalization](#) technology for consumer audio devices. Based in Berlin, Mimi tailors audio experiences to enrich sound quality and adapt to individual hearing needs. Mimi provides the [#1 digital Hearing Test App](#) on the market and holds the world's largest database of digital hearing profiles, allowing seamless integration of their solutions into consumer electronics, including headphones, TVs, and smartphones.

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