

IMPACT REPORT 2018  
5 YEARS OF LSTN





LSTN was founded with a singular purpose: to change lives through the power of music.

Proceeds from sales of all LSTN products go towards giving hearing aids to people in need worldwide through our charity partner, Starkey Hearing Foundation.

In the last five years, we've traveled around the world and helped thousands of people along the way. This report tells our story so far, and shows where we're headed in the future. We can't wait to share our journey with you.

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## SOUND & PURPOSE



You get a beautiful, great sounding product, while we help people worldwide receive hearing aids and enjoy music and sound.

That's the simple but powerful goal of LSTN.

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| <b>7</b>  | OUR MISSION             |
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I'm writing this from a train in the middle of Germany and reflecting on the many planes, trains and automobiles we've taken on this journey to where we are. We went from shipping earbuds out of my apartment in NoHo to being in the air globally with millions of people who fly with Delta Air Lines. It's been a crazy 5 years. When we launched LSTN in April 2013 we couldn't have imagined all of the amazing places it would take us around the world.

The team just returned from our second trip to Africa where we spent time in Kenya and Rwanda. The sense of space when we were on a safari ride on the Maasai Mara was indescribable, and hiking through dense jungles in the rain to trek with silverback gorillas was equally as breathtaking. But that wasn't even the best part of the trip—through our partnership with Starkey Hearing Foundation, we were able to help 4,000 people in Kenya and Rwanda hear for the first time, or the first time in years.

That means that after 5 years, our total number of lives changed is now 30,000. 30,000 smiles, 30,000 tears of joy, 30,000 new opportunities, 30,000 times our hearts exploded with gratitude.

I'm in permanent awe of everyone who has joined our mission and made it so fun to be a part of. These past few years have been an unforgettable chapter out of the life experience book we're building. I can't wait to see where the planes, trains, automobiles and dreams will take us next.



**Bridget Hilton**

Co-founder, LSTN Sound Co.



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LSTN co-founders Bridget Hilton and Joe Huff with a patient in Peru, 2013



## Alone we can't do much. Together we can change the world.

As a young man, William F. Austin, founder of Starkey Hearing Foundation, realized his true calling in life was helping people hear, and that by doing so, he could have a lasting impact on the world.

For more than 50 years, Austin has been providing the gift of hearing to people in need. To formalize the philanthropic efforts of Starkey Hearing Technologies, he officially founded Starkey Hearing Foundation in 1984.

Austin built the organization on his vision – So the World May Hear. Over the last three decades, he has expanded the Foundation's reach from Minnesota across the United States and around the world, with the help of thousands of volunteers and supporters.

**Purpose:** Give the gift of hearing to those in need, empowering them to achieve their potential.

**Commitment:** Starkey Hearing Foundation made a commitment in 2010 to Clinton Global Initiative to provide 1 million hearing aids this decade.

They continue to travel the globe helping people in need, and to date have given the gift of hearing in more than 100 countries.





Patients pose after a fitting in Eldoret, Kenya, 2018.



## Amazing Sound. Incredible Purpose.

Our main goal? To introduce the highest quality of sound to as many people as possible.

How? By combining premium materials, custom-tuned sound curves and our own unique drivers in every product.

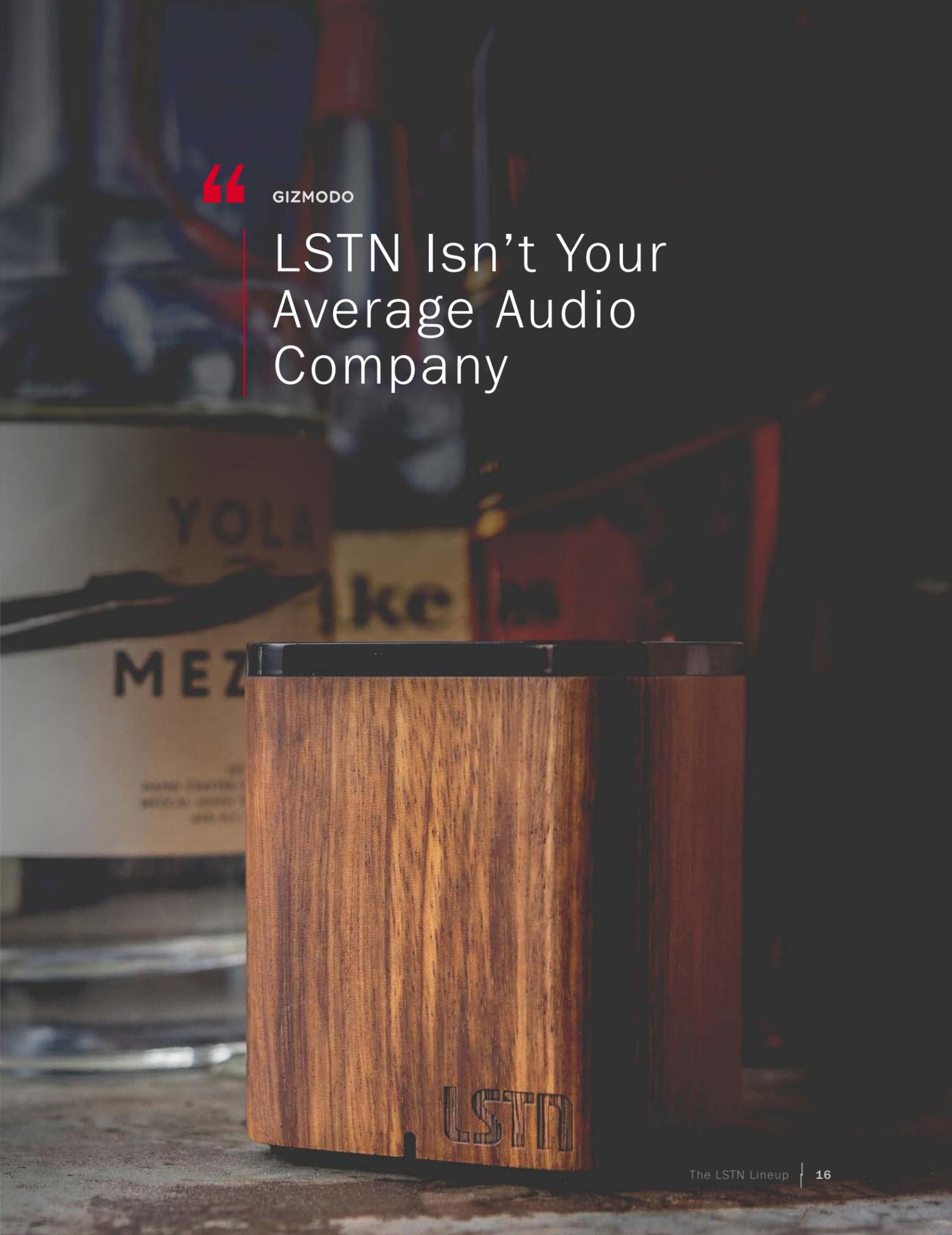
“ Esquire

The coolest headphones... ever



“ GIZMODO

LSTN Isn't Your Average Audio Company



PERU 2013 

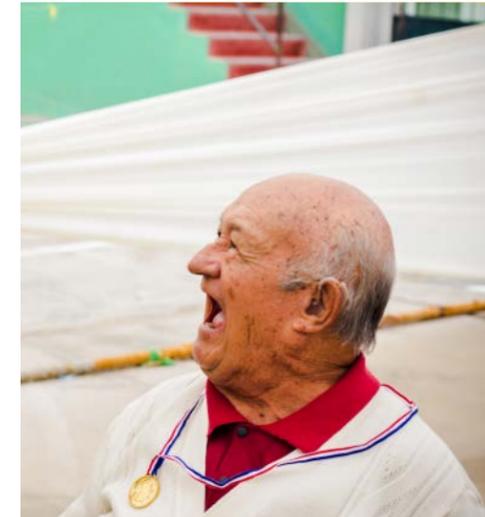


# Where it all began...

In August of 2013 we accomplished a huge milestone: our first trip with Starkey Hearing Foundation. Traveling with them to Peru was a profound experience.

Our trip took us to Piura and Chiclayo, both on Peru's northwest coast. Piura is the oldest Spanish city in Peru, founded in 1532 by Francisco Pizarro. Piura is known for its ceviche, and we can attest to the fact that it is delicious. Chiclayo, home to over 500,000 people, sits near the ruins of the 7th century Wari Empire. Learning about the huge number of different cultures (and cuisines) of the places we go is one of the best parts of doing what we do.

We met a 108-year-old woman who had been disconnected from the world of sound for longer than she could remember. Surrounded by multiple generations of her family, this remarkable woman was overjoyed to be able to hear their joy as she gazed in awe of her loving family. She proved without a doubt that you are never too old for the gift of hearing.



PATIENTS HELPED :  
**10,000**

OLDEST PATIENT :  
**108**



YOUNGEST PATIENT :  
**3**

CITIES VISITED :  
**Piura &  
Chiclayo**



A patient laughs after being fit with hearing aids in Chiclayo, 2013



LSTN co-founder Joe Huff high-fives a patient in Piura, 2013

KENYA 2014 



## Playing music for kids who have never heard before is one of our favorite things about what we do

In fact, we have a playlist of all types of music saved to our phone for just this occasion. When we visited Eldoret we helped hundreds of children from multiple deaf schools around the area receive hearing aids. One of them, Erik, had never heard in his whole life, so we were delighted to be able to introduce him to some of our favorite music. He especially liked the music of Muse, U2, Dave Matthews and Fun.

Our next stop was Kibera, a division of Nairobi. It is the largest slum in Africa, and second largest in the world. Most residents lack basic needs like running water, electricity and sanitation. Life expectancy in Kibera is estimated to be just 30 years of age, compared to 54 in the rest of Kenya.

We started LSTN to connect the world through sound and music. Hearing improves the lives of individuals, families, and communities around the world. We were able to help nearly 2,500 patients on this trip, making Kibera one of the most unique places we've ever experienced.



ELDOR ET, KISUMU & KIBERA, KENYA  
MARCH 2014

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PATIENTS HELPED:  
**2,500**

 UGANDA 2014



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In Gulu, we were humbled to be working with Sister Rosemary Nyirumbe, one Time Magazine’s “100 Most Influential People in the World.”

Our fitting took place at St. Mary’s School, which Sister Rosemary founded. She has worked tirelessly since 2001 and taken in more than 2,000 young women to help improve the lives of those affected by Joseph Kony’s Lord’s Resistance Army.

Not only does Sister Rosemary shelter these women, but she offers them valuable training in job skills such as tailoring and catering.

She is an absolute inspiration and we were honored to meet and work with her this day.



G U L U & K A M P A L A , U G A N D A  
M A R C H 2 0 1 4

P A T I E N T S H E L P E D :  
500



LSTN co-founders Joe Huff and Bridget Hilton with a patient in Kampala, Uganda, 2014

CHINA 2014





LSTN co-founders Bridget Hilton and Joe Huff with a patient in Kunming, China, 2014



KUNMING, YUNNAN, CHINA  
NOVEMBER 2014

昆明市

PATIENTS HELPED:  
2,000



Yunnan Province, China is home to more than 56 ethnic minorities, each with their own distinct language, cultural dress and religious traditions. Yunnan's incredible diversity was on display as the team delivered the gift of hearing, and we were honored to be a part of it.

One father traveled from his mountain village home where he works as a shepherd to bring his 10-year-old daughter, Longli, hoping we could help her. Longli was born with hearing loss, and due to the limited resources in her community, her school was unable to accommodate her. Therefore, she never had the opportunity to go to school. In spite of this, Longli learned to write her name and taught herself to read lips.



SRI LANKA 2014 



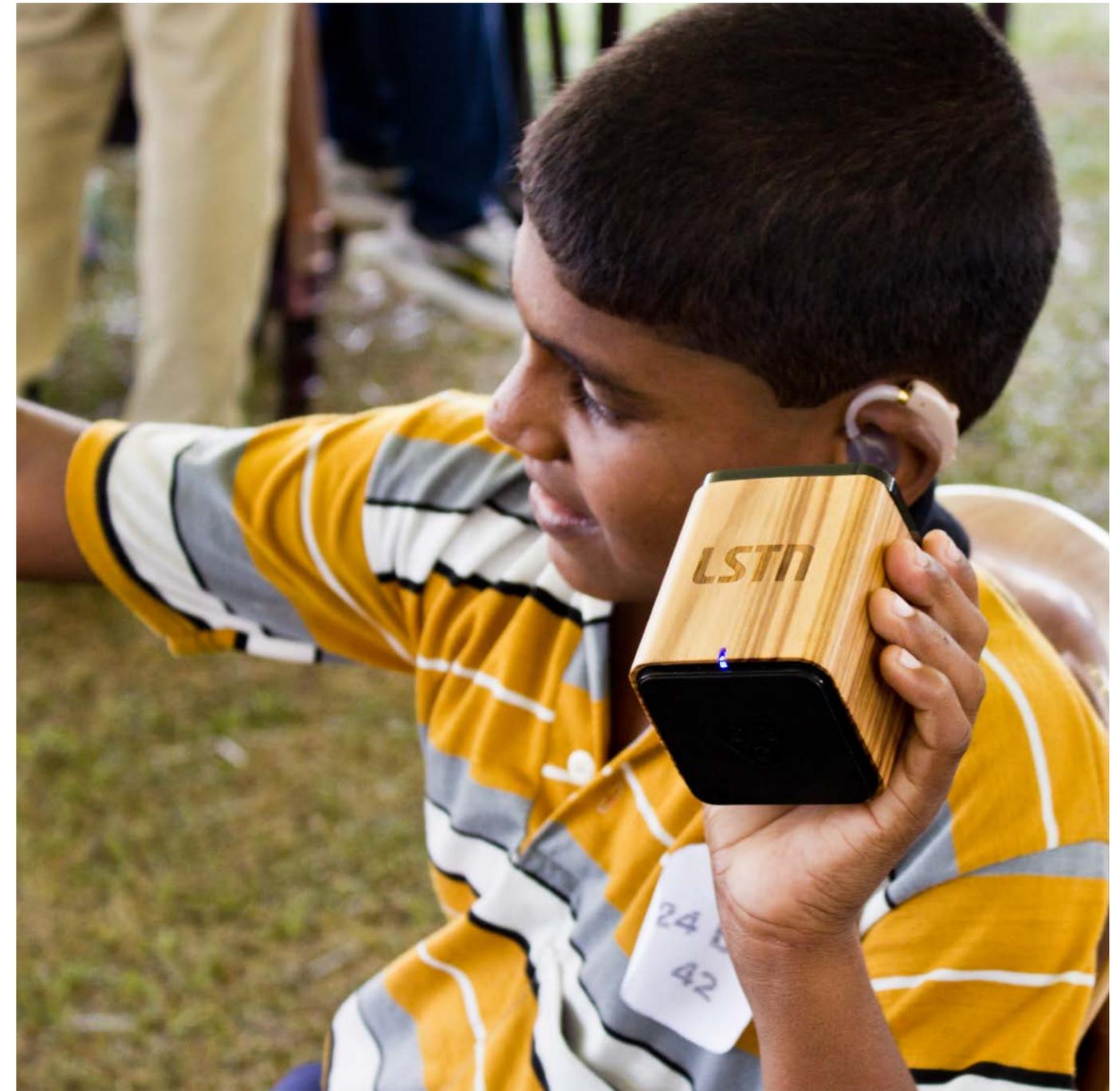
COLOMBO, SRI LANKA  
NOVEMBER 2014

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PATIENTS HELPED:  
2,000

Through drenching rains each afternoon, we worked hard to help all who had made the journey to Colombo for Starkey's first-ever mission in Sri Lanka. Some patients had traveled over 20 hours to be at the fitting.

We were stationed at a military base where we helped many former soldiers from both sides of the long civil war in Sri Lanka that ended in 2009. At the same time, we were also able to help ridiculously adorable kids from local schools. By the end of our efforts, nearly 2,000 Sri Lankan patients had their hearing restored.



A patient dances while listening to his first song on a LSTN Satellite speaker in Colombo, Sri Lanka, 2014



LSTN co-founder Joe Huff with a patient in Colombo, Sri Lanka, 2014

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In Sri Lanka we were able to fit patients who had fought in both sides of the Tamil conflict. It was a great way to bring people back together and promote a spirit of reconciliation and family in the Sri Lankan community.

JOE HUFF

 USA 2014 / 2015





## LOS ANGELES 2014

While we love traveling the world and giving back to all types of communities in need, it's also very important to us to give back right here at home. LA is our city and the birth place of LSTN! We set up shop with Starkey downtown and gave nearly 100 people the gift of hearing.

Among those excited patients was Irit Streett and her three daughters, 7-year-old Alma, 5-year-old Zohar and 3-month-old Mila. After Irit, Alma and Zohar were fit due to hereditary hearing loss, we gave young Mila her very first hearing test. She passed with flying colors! It was wonderful to give our friends in Los Angeles the vital connection to life, sound and music that the gift of hearing brings.



## PHOENIX 2014

Just before Super Bowl Sunday we were lucky enough to be a part of a Starkey Hearing Foundation event in Phoenix, Arizona where 75 people were given the gift of hearing. The day was especially memorable for 15-year-old Larry Crain, who had struggled with hearing loss since birth. When he arrived at the fitting site, Crain was excited to receive his new hearing aids, but he had no idea what else we had in store for him! Much to Crain's surprise, his idol Larry Fitzgerald was there to help Starkey founder Bill Austin with the fitting.



NEW YORK CITY 2015

We joined Seattle Seahawks, Derrick Coleman, the day before the Super Bowl to fit New Yorkers in need. Along with Garth Brooks, Larry Fitzgerald, A.J. Green, Tommie Harris, Daymond John, Barbara Bush and countless volunteers, we were ready to get to work.

After receiving a hero's welcome from children inspired by his story, Coleman helped give patients the gift of hearing. It was a testament to the power of the gift of hearing to witness all the incredible volunteers who took time during a busy weekend to help open up the world of sound to more than 100 people.



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This is what really matters in life, and to be able to share this experience with Starkey in the city that I play in is really special.

LARRY FITZGERALD, ARIZONA CARDINALS





INDONESIA 2015

## Starkey Hearing Foundation had never attempted a mission in Indonesia before; we were excited to be part of the very first one.

LSTN team member Zoya Biglary had never been on an international mission with the foundation either, so we thought they could experience a couple of firsts together. Here she recounts her experience of giving hearing aids in the world's fourth most-populous nation:



I felt incredibly excited and proud to represent LSTN at the Starkey Hearing Foundation mission in Jakarta. As the capital of Indonesia, Jakarta offers everything one could expect from a major metropolis while simultaneously exuding rich cultural influences at every corner.

Over 10 million people live in Jakarta, making it one of the most populous urban cities in the world. Unfortunately, many Indonesians earn low wages and struggle to make ends meet for their families. Medical equipment, especially for the hearing impaired community, is outrageously expensive and out of the question for most.

We arrived to the mission site in the morning to find over 500 patients waiting to receive new hearing aids! Many were

young children who had never heard before. Almost all had traveled far distances to be there as they were unable to afford hearing aids on their own.

I fit a man in his 40's and when I turned his battery on and asked if it was "sama", meaning balanced, he began to cry. The interpreter working alongside me said that this was the first time the man had ever heard anything in his entire life.

I struggled to wrap my head around the fact that this man had gone his entire life without hearing music or the voices of his loved ones. It's too easy to take basic senses for granted and my experience in Jakarta was humbling, to say the least.

JAKARTA, INDONESIA  
MARCH 2015

PATIENTS HELPED:

500



LSTN team member Zoya Biglary fitting patients in Jakarta, Indonesia, 2015

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One of my patients was a man in his 40's. Once I switched on his battery and asked if it was *sama* (meaning balanced) he began to cry. The interpreter working alongside me said that this was the first time the man had heard any sound in his entire life.

ZOYA BIGLARY



MEXICO 2015



Jessica enjoys music for the first time using a LSTN Satellite speaker, Tlaxcala, 2015

## Mexico is one of the most incredible places in the world.

The food, culture and most of all, the people hold a dear place in our hearts and we were so excited to come back with Starkey. To be able to experience first hand how music can change lives first hand – that’s the most exciting part of LSTN.

We helped over 1,000 people in Toluca and Tlaxcala including 6 year old Jessica, 8 year old Valentin and 10 year old Cara. Several of our patients had traveled for over 6 hours just to receive their hearing aids. Ironically, that’s also how long team LSTN had traveled to give them hearing!

Music is the universal language that connects us all. By helping other people hear sound and music, we’re one step closer to becoming a global family.

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Hearing aids are just plastic and rubber tools fueled by batteries. It's what happens after the hearing aids are turned on that's really magic. A child's eyes lighting up when he hears for the first time, a grandmother's tears of joy when she's able to experience sound again after dozens of years - those moments are what change people's lives forever.

ZOYA BIGLARY



TOLUCA & TLAXCALA, MEXICO  
OCTOBER 2015

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PATIENTS HELPED:  
**1,000**



DOMINICAN REPUBLIC 2016 



SANTO DOMINGO & SANTIAGO,  
DOMINICAN REPUBLIC  
APRIL 2016

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PATIENTS HELPED:  
**1,000**

We landed in Santo Domingo, a city with rich history and the capital of Dominican Republic. Located on the Caribbean Sea at the mouth of the Ozama River, Santo Domingo was the first European settlement in the Americas, dating back to 1492.

When we arrived at the site we met a 5 year-old boy named Royneld Miguel. Like 40% of our patients in Santo Domingo, he was born with little-to-no hearing. Within a few minutes of receiving his new hearing aids, Royneld was able to begin communicating as he never had before - it was truly incredible to see. Other people we met and helped in Santiago include 8 year-old Emely, who traveled several hours from the opposite side of the country to see us in Santo Domingo, and 11 year-old Estefani who regained her hearing after losing it as a toddler to unknown causes.

After a few days, we headed northeast to the city of Santiago where we had another 500 patients waiting to be fit for hearing aids. One of the first people we met was a 19 year-old named Brian. When he was only 1, he received medication that left him blind, physically scarred and nearly completely deaf. At 8, he had surgery performed on his ears but a mistake was made and his right ear was perforated which caused further hearing damage. Growing up, even though he had very limited hearing, he gravitated towards music with thumping noises and started making some of his own.



Joe Huff and Pernod Ricard's Andrew Bardsley with Brian after fitting his hearing aids.

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When my co-founder Joe fit Brian with hearing aids, a huge smile came over his face and Joe asked if he could sing. Brian nodded “yes” and started singing music popular in Dominican Republic called dem-bow, a type of reggaeton. Moments like these are why we do what we do and why we are so grateful for your support

BRIDGET HILTON

PERU 2017 



AREQUIPA, PERU, MAY 2017

In Arequipa, Peru, we helped over 1,000 children and adults receive hearing aids. Our first-ever trip with Starkey Hearing Foundation was to Peru in 2013, so we were very excited to get back to such a wonderful place with warm, welcoming people.

Arequipa is the second most populous city in Peru, founded in 1540 and located at the southern tip of the country. With an amazing backdrop of volcanoes, baroque buildings and alpacas, it was easily one of the most beautiful places we have visited in our travels.



“

It's such an honor to help families reconnect with their communities and each other...I can't imagine anything else I'd rather be doing.

BRIDGET HILTON

## One patient who made an incredible impact on us was 6-year-old Marisela.

Her specific type of hearing loss required a bone-conducting aid, and after she was fit she clenched onto our Satellite speaker and held it up to her face, amazed by the sound she was hearing for the very first time. Anytime someone tried to take the speaker back, Marisela pulled away. She wasn't ready to let go of the music.

Hours after the hearing mission, LSTN co-founder, Joe, was walking back to the bus when suddenly Marisela ran after him. She walked alongside him for a few minutes, smiling and enjoying her new world of sound.



Marisela listening to music for the first time, Arequipa, 2017



Joe Huff and Starkey Hearing Foundation co-founder Tani Austin fit a patient in Arequipa, 2017.



LSTN Creative Director Max Fronck fits a patient in Arequipa, 2017

AREQUIPA, PERU  
MAY 2017

PATIENTS HELPED:  
1,000

KENYA 2018



Coming off 36 hours of travel and only 5 of sleep, we came to Kisumu for a whirlwind day.

750 people showed up on the first day to receive the gift of hearing, and we worked with Starkey Hearing Foundation into the night to get everyone hearing aids

We met Huma, a bright 9 year old, and her mother at the mission site and learned that she had never heard before. Within just moments, we were able to switch on her new hearing aids and watch her face light up when she heard her mothers voice for the first time.

With a million residents, Kisumu is the third largest city in Kenya after the capital Nairobi and coastal city Mombasa. It is located on Lake Victoria, the second biggest lake in the world.



Patients after their fitting sessions in Kisumu, Kenya 2018

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We were amazed by the turnout and support we saw in Eldoret. The sense of community and purpose was awe-inspiring and served as an excellent reminder of why we founded LSTN in the first place.

BRIDGET HILTON



KISUMU & ELDORET, KENYA  
MARCH 2018

PATIENTS HELPED:  
1,500



Joe Huff laughs with a patient after fitting his hearing aids, Eldoret, Kenya, 2018

After Kisumu, the team headed to Eldoret where 350 patients waited to receive hearing. Eldoret is the fastest growing city in Kenya with about 300,000 people. Famous for their runners, the high altitude is an ideal training ground for many middle and long distance athletes.

Team LSTN had previously been to both Kisumu and Eldoret in 2014, so we were excited to see familiar faces and the vibrant communities once again.



Lillian's bright blue eyes are a result of Waardenburg Syndrome, a rare genetic condition associated primarily with hearing loss. Although many patients with this condition are unable to hear at all, this was not the case for Lillian. After testing a few different levels of hearing aid, we saw her eyes light up as she began to hear the sounds around her. Her smile was priceless and her expression was completely different than it had been just moments before when she sat down.

R W A N D A 2 0 1 8 



KIGALI, RWANDA, MARCH 2018

Rwanda is an incredibly beautiful, lush country. Every afternoon while we were there it rained heavily, making the surrounding mountains and landscapes intensely green. This was team LSTN's first time to Rwanda, so we were very excited to see a new country and work with the resilient people of a place that had been through so much in their history. Over two days, we had around 1,000 patients come to receive the gift of hearing. Despite the downpour, nobody was turned away and we had a successful mission helping the people of our new favorite country.



Patients in Kigali, Rwanda await their fitting sessions, 2018





“

This woman had the most infectious smile...Being able to reconnect her with the world is a memory I'll always cherish.

JOE HUFF



Bridget Hilton on-site at the SHF mission in Kigali, Rwanda, 2018



KIGALI, RWANDA  
MARCH 2018

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PATIENTS HELPED:  
**1,000**

## WHAT'S NEXT?



If you think you are too small to make a difference, try sleeping with a mosquito.

THE DALAI LAMA

Something we've learned over the years at LSTN is that everyone can make a difference. Philanthropy isn't a walled garden, filled with thousand-dollar tables and black tie galas — it's up to all of us to make the world better, one small piece at a time.

We couldn't do the things we do without the support of our customers, and are so blessed and thankful for the support of every person we've met along our path. Every person who's supported LSTN, whether by purchasing a pair of headphones, signing up for our mailing list, or even just telling people about our story, has had a part in our ongoing mission to help people around the world. We can't wait to see where our path unfolds, and share it with you.



**Joe Huff**

Co-founder, LSTN Sound Co.



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