

PRESS RELEASE

Milan (Italy), January 5th, 2023 – Amplifon S.p.A. (EXM; Bloomberg ticker: AMP:IM) announces that today its majority shareholder Ampliter S.r.l. (“Ampliter”) issued a plan which provides for a one-off assignment, free of charge, during the current mandate 2022-2024, of up to no. 500,000 Amplifon shares owned by Ampliter in favor of the Chief Executive Officer Enrico Vita. This assignment, defined totally autonomously by Ampliter, does not envisage any cash-out from Amplifon and will be treated by Amplifon in accordance with the IFRS 2 accounting principle.

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon’s around 18,600 people worldwide strive every day to understand the unique needs of every customer, delivering exclusive, innovative and highly personalized products and services, to ensure everyone the very best solution and an outstanding experience. The Group, with annual revenues of around 2 billion euros, operates through a network of over 9,200 points of sale in 25 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

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