

AMPLIFON: AMENDMENT TO PRESS RELEASE DISTRIBUTED TODAY

Milan, July 27th, 2016 - With regards to the press release distributed today, the table “Net revenues by geographic area for Q2 2016” reported erroneously the organic growth in percentage for the geographic areas. The correct table, which replaces the table previously communicated, is reported entirely below.

NET REVENUES BY GEOGRAPHIC AREA – Q2 2016

(€ thousands)	Q2 2016	%	Q2 2015	%	Change	Change %	Exchange diff.	Change % in local currency	Organic growth %
Total EMEA	196,330	67.8%	179,130	66.6%	17,200	9.6%	(1,861)	10.6%	7.2%
Total Americas	51,489	17.8%	49,642	18.5%	1,847	3.7%	(1,281)	6.3%	5.8%
Total APAC	41,642	14.4%	40,111	14.9%	1,531	3.8%	(2,972)	11.2%	11.2%
Corporate and intercompany elimination	230	0.0%	55	0.0%	175	N/S	-		N/S
Total	289,691	100.0%	268,938	100.0%	20,753	7.7%	(6,114)	10.0%	7.6%

The results for the first half of 2016 will be presented to the financial community today at 15:00 (CET) during a conference call. To participate in the conference call dial one of the following numbers: +44 121 281 8003 (UK), +1 718 705 8794 (USA) or +39 02 805 88 11 (Italy). A set of charts to support the presentation will be made available prior to the beginning of the conference call, beginning at 14:00 CET, in the Investors section (Presentations) of our website: www.amplifon.com/corporate. For those who are unable to attend the live conference call, a recording will be available immediately after the call until 24:00 (CET) of July 29th, 2016, by dialling the following numbers: +44 121 281 8005 (UK), +1 718 705 8797 (USA) or +39 02 72 495 (Italy), access code: 938#.

In compliance with paragraph 2 of Article 154 bis of the “Uniform Financial Services Act” (Legislative Decree 58/1998), the Manager charged with preparing the Company's financial reports, Ugo Giorcelli, declares that the accounting information reported in the present press release corresponds to the underlying documentary reports, books of account and accounting entries.

Pursuant to IFRS 8 - “Operating Segments”, based on a corresponding change in the reports periodically analyzed by the Chief Executive Officer and the Company's Top Management, the schedules relating to segment information have been revised in order to expose separately data by direct competence of leaders of the Regions and the costs of the Company's central functions (corporate bodies, general



management, business development, procurement, treasury, legal affairs, human resources, IT systems, global marketing and internal audit) which do not qualify as operating segments under IFRS 8. The financial statements relative to the first half of 2015 have been, consequently, restated.

This press release contains forward-looking statements. These statements are based on the Company's current expectations and projections about future events and, by their nature, are subject to inherent risks and uncertainties. They relate to events and depend on circumstances that may or may not occur or exist in the future, and, as such, undue reliance should not be placed on them. Actual results may differ materially from those expressed in such statements as a result of a variety of factors, including: continued volatility and further deterioration of capital and financial markets, changes in general macro-economic conditions, economic growth and other changes in business conditions, changes in laws and regulations (both in Italy and abroad), and many other factors, most of which are outside of the Company's control.

About Amplifon

Amplifon, listed on the STAR segment of the Italian Stock Exchange, is the global leader in hearing solutions and services for retail expertise, customization and consumer care. Through a network of approximately 3,650 points of sale, 3,600 service centers and 1,750 affiliates, Amplifon is active in 22 countries across EMEA (Italy, France, the Netherlands, Germany, the UK, Ireland, Spain, Portugal, Switzerland, Belgium, Luxembourg, Hungary, Egypt, Turkey, Poland and Israel), Americas (U.S.A., Canada and Brazil) and APAC (Australia, New Zealand and India). With more than 5,500 hearing care professionals, the Group is committed to delivering the highest quality of service and care, in order to achieve the best hearing experience for customers worldwide. More information about the Group available at: www.amplifon.com/corporate.

Investor Relations

Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

francesca.rambaudi@amplifon.com

Media Relations:

Edelman Italia

Claudia Galeotti

Tel +39 02 63116 273

claudia.galeotti@edelman.com