

AMPLIFON INTENDS TO ACQUIRE TWO RETAIL CHAINS IN PORTUGAL AND FRANCE FROM SONOVA HOLDING AG

Milan, *January 16th, 2017* - Amplifon S.p.A. (MTA; Bloomberg ticker: AMP:IM), global leader in hearing solutions and services, announces today that it has signed a definitive agreement for the acquisition of MiniSom in Portugal (part of the AudioNova retail business) from Sonova Holding AG ("Sonova"). Furthermore, the Company also announces it is engaged in negotiations with Sonova regarding the potential acquisition of its AudioNova retail business in France.

MiniSom in Portugal operates around 75 stores and shop-in-shop locations; while AudioNova in France operates around 55 shops. The closing of the MiniSom acquisition is subject to regulatory approval; while the proposed transaction in France is subject to a works council information and consultation procedure as well as other mandatory employee rights. The two businesses generated combined annual sales of over 25 million euros in 2016.

The acquisition of MiniSom perfectly fits Amplifon's strategy aimed at strengthening the Company's positioning in core markets allowing the Company to reach an optimal scale in Portugal bringing the local network to a total of over 140 points of sale. The MiniSom transaction, which calls for a cash-out of 16 million euros, shall enable Amplifon to reap important synergies and generate value for its shareholders.

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 3,800 points of sale, 3,600 service centers and 1,850 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 approximately 5,500 hearing care professionals, the Company 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:

Brunswick
Lidia Fornasiero/ Barbara Scalchi
Tel +39 02 9288 6200
amplifon@brunswickgroup.com