

UPDATE ON THE SHARE BUY-BACK PROGRAM

Milan, March 20th, 2017 - In relation to the share buy-back program resolved by the Shareholders' Meeting of April 18th, 2016, Amplifon (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces that it has purchased in the period March 13rd - 17th, 2017 a total of 65,000 ordinary Amplifon S.p.A. shares, equivalent to 0.029% of the share capital, at an average unit price of Euro 10.558 per share, for a total consideration of Euro 686,301.72.

In reference to the same resolution, the Company has used treasury shares to service the first cycle of the Performance Stock Grant Plan 2011-2020 for a total of n. 3,741,990 shares.

As of March 17th, 2017, Amplifon owned n. 7,393,010 of its shares, corresponding to 3.268% of the Company's share capital.

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 around 9,500 points of sale, of which approximately 4,000 direct shops, 3,700 service centers and 1,900 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 7,000 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 is available at: www.amplifon.com/corporate.

Investor Relations

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