

UPDATE ON THE SHARE BUY-BACK PROGRAM

Milan, August 29th 2016 - 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 August 22nd - 26th 2016 a total of 40,000 ordinary Amplifon S.p.A. shares, equivalent to 0.018% of the share capital, at an average unit price of Euro 9.424 per share, for a total consideration of Euro 376,965.84.

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. 3,305,167 shares.

As of August, 26th 2016, Amplifon owned n. 6,311,833 of its shares, corresponding to 2.795% 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 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 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