

AMPLIFON: INITIATION OF SHARE BUY-BACK PROGRAM

Milan, April 27th, 2017 - Amplifon S.p.A. (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces the beginning of a share buyback program, previously authorized by the Shareholders' Meeting of April 20th, 2017.

The program is aimed at increasing treasury shares portfolio to service stock-based incentive plans reserved for executives and/or employees and/or staff members of the Company or its subsidiaries, and for potential free allocation of shares to shareholders, as well as to use as a form of payment for extraordinary transactions, including company acquisitions and the exchange of equity interests.

In accordance with the Shareholders' Meeting resolution, the program provides for the purchase, on one or more occasions on a revolving basis, of a total number of shares which, together with the treasury shares already held, would amount to up to 10% of Amplifon S.p.A.'s share capital, always in compliance with regulation.

The shares may be purchased at a price not higher or lower by 10% than the stock price registered at the close of the trading session prior to each single purchase transaction.

The Shareholders' authorization to acquire treasury shares expires on October 19th, 2018.

The buyback of treasury shares will be carried out in compliance with Regulations of Borsa Italiana S.p.A., pursuant to article 132 of Legislative Decree No. 58 of February 24th, 1998 and article 144-bis of Consob Regulation No. 11971 of May 14th, 1999.

As at today's date the Company owns a total of 7,630,010 treasury shares, corresponding to 3.372% of the Company's share capital and to 2.260% of the total of the share capital in voting rights.

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 over 9,600 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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