

UPDATE ON THE SHARE BUYBACK PROGRAM

Milan, February 21st, 2022 – In relation to the share buyback program resolved by the Shareholders' Meeting of April 23rd, 2021, Amplifon (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces that it has purchased in the period February 14th - 15th, 2022, a total of 80,000 ordinary Amplifon S.p.A. shares, equivalent to 0.035% of the share capital, at an average unit price of Euro 34.916 per share, for a total consideration of Euro 2,793,300.80.

On the basis of information provided by the intermediary agent appointed for the implementation, in full independence, of the share buy-back program, here below the details of the share purchase transactions on the MTA on daily basis:

Date	Number of ordinary shares purchased	Average price (euro)	Total amount (euro)
14/02/2022	40,000	34.0095	1,360,378.00
15/02/2022	40,000	35.8231	1,432,922.80

In reference to the same resolution, the Company has used treasury shares to service the Performance Stock Grant Plan 2011-2020 and Performance Stock Grant Plan 2014-2021 for a total of n. 13,754,040 shares.

As of February 18th, 2022, Amplifon owned n. 2,191,760 of its shares, corresponding to 0.968% of the Company's share capital and to 0.678% of the total share capital in voting rights.

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's over 17,000 people worldwide strive every day to understand the unique needs of every customer, delivering exclusive, innovative and highly personalized products and services, to ensure everyone the very best solution and an outstanding experience. The Group operates through a network of over 9,000 points of sale in 26 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

Investor Relations

Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

francesca.rambaudi@amplifon.com

Corporate Communication

Amplifon S.p.A.

Luca Marini

Tel +39 02 5747 2005

luca.marini@amplifon.com

Media Relations

Brunswick

Lidia Fornasiero/ Barbara Scalchi

Tel +39 02 9288 6200

amplifon@brunswickgroup.com