

AMPLIFON: ANNOUNCEMENT OF CHANGES TO VOTING RIGHTS

(ART. 85-BIS PARAGRAPH 4-BIS OF ISSUERS' REGULATION AND ART. 2.6.2. PARAGRAPH 1 PART A) OF BORSA ITALIANA S.P.A. MARKETS RULES)

Milan, August 3rd, 2018 - Amplifon S.p.A. (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces that on July 17th, 2018 the Company's voting rights have changed as better identified below. The change was made in accordance with art. 13 of the By-laws (pursuant to article 127-quinquies of Legislative Decree 58/1998, ("TUF")), which provides the option to assign two voting rights to each share held by the same party for an uninterrupted period of no less than twenty-four months starting from the date of registration on the list contemplated in the same article. The table below summarizes the current situation of voting rights:

- Amplifon S.p.A. share capital equals € 4,526,871.60 and consists of n. 226,343,580 shares with a nominal value of € 0.02 per share;
- On July 17th, 2018, the number of shares with accrued increased voting rights (two voting rights per share) is n. 102,272,274 shares out of a total of n. 226,343,580 shares, which implies a change in total voting rights from 328,626,854 to 328,615,854;
- Pursuant to subsection 8 of art 127-quinquies of the TUF, the increase of voting rights is calculated to determine the quora to convene the Shareholders' Meeting as well as for it to pass resolutions.

It should also be noted that there are further n. 6,080 shares registered in the list of increased voting rights; said increase is currently being vested.

| | New situation | | Previous situation | |
|--|--------------------|----------------------|--------------------|----------------------|
| | No. of shares | No. of voting rights | No. of shares | No. of voting rights |
| Ordinary shares | 124,071,306 | 124,071,306 | 124,060,306 | 124,060,306 |
| Ordinary shares with increased voting rights | 102,272,274 | 204,544,548 | 102,283,274 | 204,566,548 |
| Total | 226,343,580 | 328,615,854 | 226,343,580 | 328,626,854 |

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's 14,000 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 10,000 points of sale in 21 Countries and 5 continents. More information about the Group is available at: www.amplifon.com/corporate.

Investor Relations

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