



Amplifon selects LOLA MullenLowe as international agency of record

Barcelona and Milan, March 21, 2017 - Amplifon, global leader in hearing solutions and services, has appointed LOLA MullenLowe Barcelona as agency of record, handling all strategic and creative duties. The selection came after a competitive review process that included 10 other agencies worldwide.

Amplifon was founded in 1950 in Italy and has since evolved to become a global leader in the hearing solutions and services with a strong presence across Europe, the Middle East, Asia-Pacific and the Americas.

LOLA MullenLowe Barcelona has been tasked with strategic and creative development that will unite all branding, communication and marketing tools. This choice perfectly fits Amplifon's marketing and communication strategy, one of the Company's key strategic pillars to accelerate growth, aimed at further strengthening the relationship between its customers and its brand, leading a real cultural change in the industry and redefining the way customers feel about their hearing and the way in which they are educated, involved and served. Amplifon, in fact, aims to become the leading brand in hearing health in all countries and markets in which the Company operates, elevating brand relevance and transforming the industry.

"After a careful review of some very talented agencies, we chose LOLA MullenLowe for their proven track record of effective creativity on a global scale. The connection with LOLA MullenLowe was immediate and we were very impressed with their strategic thinking and ability to create compelling advertising, able to transform the perception of a product or a service, a foundational aspiration we own for our industry," Chiara Fracassi, Corporate Value Proposition Director of Amplifon.

Miguel Simoes, CEO and Partner of LOLA MullenLowe, "We are ecstatic that Amplifon has put their trust in us and recognized our expertise in building brands for the global marketplace with challenger thinking. The chemistry of the Barcelona team and the Global Amplifon Team has been extraordinary from day one. We look forward to a successful long-term collaboration with clear benefits for both parties. This announcement follows our recent success of being ranked as the 4th most creative agency in the world in the Big Won report."

The first creative work will launch in the fall of 2017, and LOLA MullenLowe will work for an initial rollout planned for Italy, The Netherlands, Spain, France, Germany, UK, Switzerland and Belgium.

For more information:

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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.

About LOLA MullenLowe

LOLA MullenLowe is the strategic and creative hub of the MullenLowe Group in Spain, leading the creativity, development and consolidation of global ideas for Unilever brands Magnum, Cornetto and Paddle Pop, Barbie, Hot Wheels, and Scrabble, among others for Mattel Europe. LOLA has a Latin spirit and global reach. We are experts in connecting the hearts of brands with the hearts of people anywhere in the world.

About MullenLowe Group

MullenLowe Group is a creatively driven integrated marketing communications network with a strong entrepreneurial heritage and challenger mentality. We are a global creative boutique of distinctive diverse agencies, rich in local culture with both intimacy and scale, present in more than 65 markets with over 90 agencies. With an integrated, hyperbundled operating model global specialisms include expertise in brand strategy, creative content development, performance analytics, and through the line advertising with MullenLowe, full service, integrated digital marketing with MullenLowe Profero, media and communications planning and buying with MullenLowe Mediahub, and behaviour-driven activation, CRM and shopper marketing with MullenLowe Open. We are consistently ranked among the most awarded creative and effective agency networks in the world, and have topped the Effie Index as the most effective global network in terms of points per dollar revenue for the past six consecutive years.

MullenLowe Group is part of the Interpublic Group of Companies (NYSE: IPG).

For more information, visit us at www.mullenlowegroup.com or follow MullenLowe Group on Twitter @MullenLoweGroup and on Facebook.com/MullenLoweGroup.