

AMPLIFON SELECTS CARAT AS MEDIA PARTNER FOR EUROPE

INTEGRATED PLATFORMS FOR MEDIA PLANNING AND CREATIVE COMMUNICATION AS A STRATEGIC LEVER TO GROW AND GUIDE CHANGE IN THE INDUSTRY

Milan, June 5th, 2017 - After a tender with 8 international communication groups Amplifon (MTA; Bloomberg ticker: AMP:IM), global leader in hearing solutions and services, selected CARAT as the Company's media agency for Europe, the most important region for the Company's revenues. CARAT will be responsible for managing the media campaigns on all the different communication channels through an integrated offline and online planning and a data-driven approach with a view to providing a deep understanding of the reference market, as well as developing targeted communication and marketing initiatives in the single European countries where Amplifon operates (with the exception of Poland and Hungary).

Today Amplifon, founded in 1950 in Italy, enjoys a consolidated presence in Europe which will be further strengthened thanks to the strategic and operational support of CARAT. Since 2015 the Company has been investing heavily in the implementation of a new marketing and communication strategy. This contributed to the excellent results recorded in 2016 and to raising the already high awareness of Amplifon's brands which now represents one of the most important levers for future growth of the business.

The selection of a single Pan-European agency was based on criteria that included higher centralization of the marketing, advertising, as well as customer intelligence strategies, in order to define operational media mix plans for the various markets based on the type of media used by the customer target in the different countries. All these factors will enhance the measurement of the profitability of marketing activities, thus allowing the Company to reach even greater efficiency and efficacy. Outcome, an advisory and consulting firm specialized in media and communications, assisted Amplifon throughout the tender and in the selection of its media partner.

"Amplifon has decided to invest heavily in strengthening the relationship with its consumers through a new approach to communication and, thanks to the support of CARAT, aims to achieve a competitive advantage linked to a better customer experience and thus also to the ability to better reach our current target with a view to increasing customers' understanding of their own hearing needs" Chiara Fracassi, Amplifon's Corporate Value Proposition Director stated *"At the same time and using the same approach, Amplifon intends to increase the impact of its communication, aiming at the normalization and ever increasing importance of innovative, personalized hearing solutions, a topic we are already approaching also thanks to the recent creative partnership with LOLA MullenLowe Barcelona"*.

Marco Caradonna, CEO of CARAT Italia, adds: *"We welcome with pleasure the challenge proposed by Amplifon, which starts with making a widespread need such as hearing loss something normal, helping people accept a little support to improve their quality of life instead of experiencing it with a certain degree of uneasiness and a sense of remission. A challenge that requires a marketing approach capable of adapting itself to the culture of each country. CARAT brings a high consumer understanding capability in every market and the ability to articulate an evolved communication strategy able to engage consumers in a "relevant" and useful communication experience.*

Amplifon is very similar to CARAT in terms of values and approach: the ability to innovate communication by means of data mining and use of digital technology, as well as the obsession with real-time results measurement are among our strengths and represent the heart of the strategy Amplifon has identified with."



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.

About Dentsu Aegis Network:

Part of Dentsu Inc., Dentsu Aegis Network is made up of ten global network brands - Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope and Vizeum and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with more than 38,000 dedicated specialists. www.dentsuaegisnetwork.com.

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