



**Hear the call
for a better
future.**

Amplifon at a glance

€ 1.1 billion

2016 revenues

66

Years of experience

over
7,000

Hearing care professionals



9%

Market share



22

Countries



12,600

People



4,000

Direct points
of sale



3,700

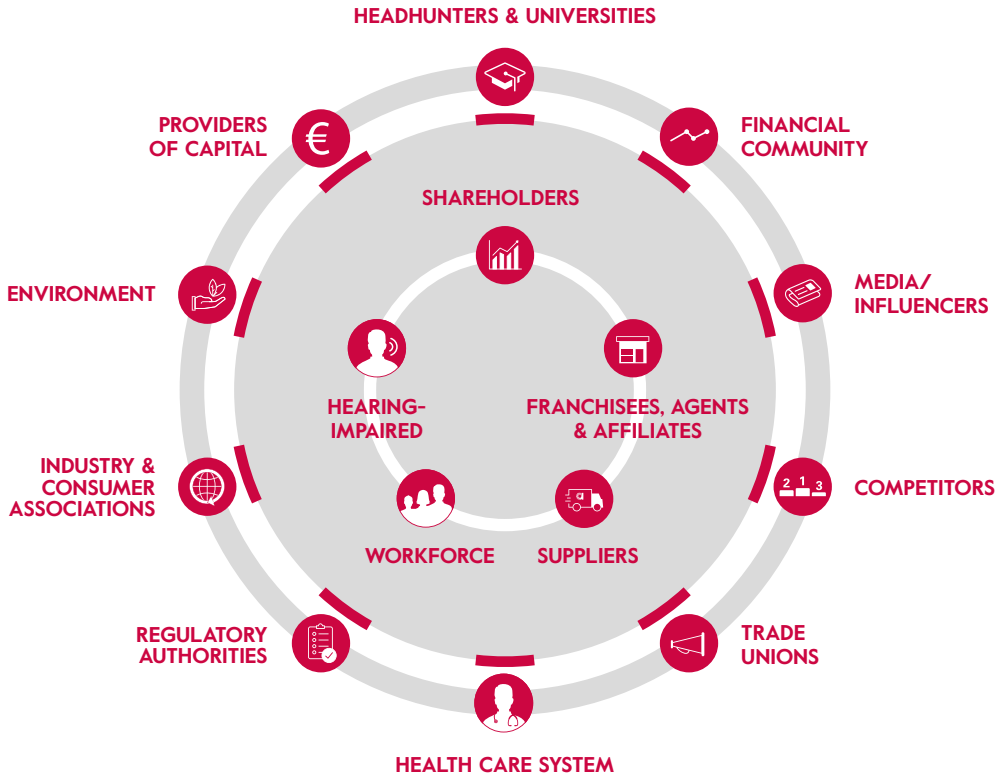
Shop-in-shops
& corners



1,900

Affiliates

Stakeholder engagement



2016 engagement activities

Brand identity



Launch of the new brand identity and brand line “Hear, feel, live”

Consumer websites



Launch of 8 new consumer websites in Europe and USA

Career websites



Launch of 14 career websites

Engagement survey



First global Engagement Survey:

- +7,000 people surveyed
- 18 countries
- 9 languages

Commitment towards costumers

Amplifon 360° Experience



Launch of the innovative, proprietary hearing solutions **application protocol**

Best in Italy



Champions of Service in Italy in the hearing centers category

Customer satisfaction survey



Net Promoter Score higher than 50 in the over 44,000 completed surveys

Awareness and prevention



- **One Day without Sound** awareness campaign in USA
- Campaign **"No class for noise"** in italian classrooms
- **AmpliBus**: prevention and free hearing tests with hearing care professionals throughout Italy and Switzerland

Commitment to the community

Support to research: the Amplifon Centre for Research and Studies



Over **45 years** of experience



+700 courses and congresses



Publication of the 2015 **Consensus Paper Coping with Noise**



International **CRS Congress in 2016** in Valencia dedicated to the effects of the noise on health



2016 scholarships: 7,000 euro to 3 ENTs

Contribution to community wellbeing

The **Miracle-Ear Foundation** provides hearing aids, follow-up care and educational resources to those who do not have enough resources to meet their hearing health needs



2016
key numbers



1,400
Children and adults supported



2,700
Hearing solutions donated



+28%
Recycled hearing aids compared to 2015



150,000
Hearing protection kits distributed

Commitment towards employees

Workforce increase

● Employees ● Workforce not on payroll



2016 hearing care professionals training

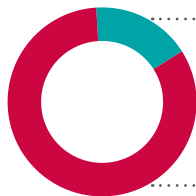
~346,400

TRAINING HOURS

~49

TRAINING HOURS PER
HEARING CARE
PROFESSIONAL

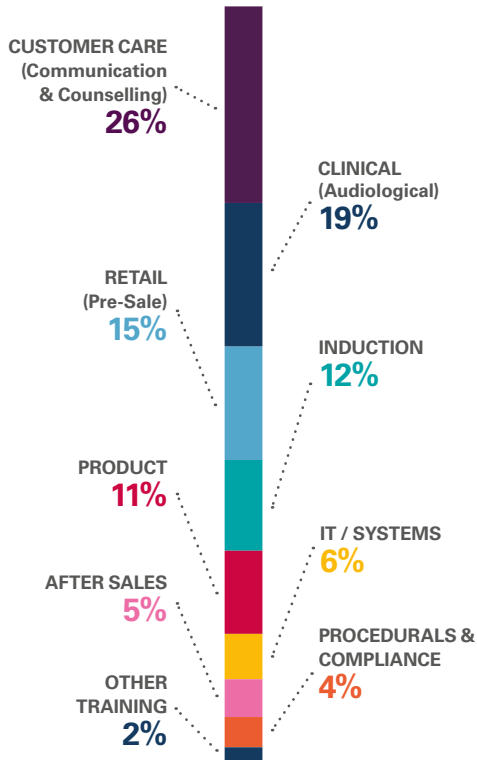
Training type



ON-LINE
17%

IN CLASS
83%

Topics overview



Global Engagement Survey key results

Response rate



88.4%

of our employees

Engagement index



based on the key questions most closely related to engagement at work

80.3%

of our employees

Trust & communication

88.2%

Ownership & pride

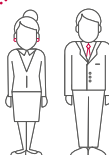
71.6%

75.7%

Achievement & development

66.4%

Caring & respect



Initiatives towards our people

- Roll-out of the **Amplifon 360°** training program to hearing care professionals
- **Performance Stock Grant Plan:** around 610 hearing care professionals benefitted from the plan in 2016
- **Charles Holland Award:** awarded the 50 best stores around the world
- **Talents:** in 2016 35 out of the around 100 talents have been **promoted** and 10 obtained two-year-long **international assignments**
- **Amplifon Global Onboarding:** the program to help the most promising new hires build a solid career foundation



Edition results
2016



50
Participants



13
Countries



38%
Audiologists



28.1
Average age



2
Average tenure