

AMPLIFON AWARDED PRIZE FOR EXCELLENCE IN CUSTOMER SERVICE FOR THE THIRD YEAR IN A ROW

Milan, October 23rd, 2017 - For the third year in a row Amplifon (MTA; Bloomberg ticker: AMP:IM), global leader in hearing solutions and services, has been awarded the “Gold Seal for Service” in the category hearing centers, coming in first in the ranking “Best in Italy - Champions of Service” with a *Service Experience Score* that is 2 percentage points higher than the previous year. Also in 2017, the company was the only one in its sector to receive this recognition.

The survey “Best in Italy - Champions of Service”, conducted by the German Institute for Quality and Finance in partnership with Goethe University in Frankfurt, is based on the assessment of more than 133,000 consumers of 675 companies in Italy belonging to 89 different sectors and represents the largest study in customer service in the country, where this year it reached its fourth edition. The study is also conducted in other European countries like Germany, France, the Netherlands and Spain.

“We are extremely proud of receiving this important acknowledgement for the third year in a row. Such result has been achieved thanks to the implementation of Amplifon 360, the innovative proprietary protocol that makes our service unique and allows us to be even closer to our customers, offering them an exclusive, fully customized experience at 360°. On top of that, we continued to address constant investments to the selection and training of our hearing care specialists, to our new communication approach and to our cutting-edge CRM system in order to reach even higher levels of excellence.” - said Federico Bardelli, General Manager of Amplifon Italy - *“The outcome of this survey confirms customer satisfaction as a strategic pillar of our business and further stimulates us to continue to seek out new solutions to fully meet the expectations of our customers”.*



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 9,900 points of sale, of which approximately 4,200 direct stores, 3,800 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.

Investor Relations

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