

AMPLIFON PARTNERS WITH SÓNAR+D ON A CREATIVE CHALLENGE TO EXPLORE INNOVATIVE SOLUTIONS FOR HEARING LOSS

AMPLIFON CHALLENGES INNOVATORS TO IMAGINE NEW FUTURES FOR THE HEARING CARE CALLING FOR COGNITIVE SCIENTISTS, DATA SCIENTISTS AND CREATIVE DEVELOPERS

Barcelona, April 16th, 2018 - Amplifon S.p.A. (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces today the partnership with Sónar+D, the international innovation and creativity congress that takes place along with the world-renowned pioneering Sónar Music Festival (Barcelona, 13th to 16th June). Within the Sónar+D Innovation Challenge (SIC), Amplifon has launched a creative challenge to explore disruptive ways of raising awareness about hearing loss. The aim is to reach and bring together on a collaborative platform cognitive scientists, data scientists and machine learning experts, creative developers, UX designers and experts in audio processing. To join the challenge, professionals can apply [here](#).

In 2030, 68 million people in Europe will have some degree of hearing loss (31% more than today) and 50% of teenagers nowadays are exposed to extreme levels of sound on personal audio devices, at clubs and bars. In this context, Amplifon calls on and connects innovators and creators from all over the world to design and build groundbreaking prototypes that will allow users of different ages (seniors, adults, younger people...) to experience hearing loss and to gain a better understanding of its causes and consequences.

Amplifon is committed to drive innovation in the industry developing and offering best in class hearing solutions and services that blend the most advanced technologies alongside with scientific know-how and human touch to empower people to rediscover all the emotions of sound. *“We feel excited to join forces with Sonar+D in exploring innovative and future-proof opportunities to raise awareness and generate cutting-edge solutions around hearing care. There is a huge room for innovation in it and as global leader, at Amplifon we aim to unleash those opportunities. As lately announced in our Capital Markets Day, we want to leverage innovation and data to better serve our customers, today and for the generations to come. We see in this partnership with Sonar+D an original way to reach out for fresh and unexpected ideas by innovators that deal with sounds and hearing as core of their daily job”* says Chiara Fracassi, Corporate Brand & Customer Experience Director.

Amplifon Sónar+D Innovation Challenge is part of the larger global communications platform “Listening to the New Generation”, led by LOLA MullenLowe, creative and strategic agency for the Group in EMEA. The platform encompasses the greater challenge of bringing forward a revolution in the way consumers see and experience hearing aids reducing the stigma and reinventing the perception around ageing.

Creators from all around the globe can find further information and apply to Amplifon Sónar+D Innovation Challenge [here](#). After a selection process, participants will work online on their projects for five weeks and meet in person for the first time at Sónar+D, where they have four days to finalize and showcase their prototypes to the audience.

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 22 Countries and 5 continents. More information about the Group is available at: www.amplifon.com/corporate.



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