

PROXY FORM ⁽¹⁾

The undersigned

Corporate/Trading Name _____

Date of birth (only physical person) _____ Place of birth _____ Prov. birth _____

Tax code _____ Telephone _____

Address of residence/Registered office _____

Entitled to vote with _____ ordinary shares of **Amplifon S.p.A.** in the capacity of⁽²⁾

Direct holder of the shares

Legal representative of _____

Attorney with sub-delegating powers

Secured creditor

Beneficial owner usufructuary custodian manager

Other (specify) _____

By virtue of:

- (i) **Copy of the accreditation certification issued by the bank or intermediary**
- (ii) **Copy of the ID card or equivalent document**

Hereby grants a Proxy on

Aholding S.r.l., with registered offices in Ivrea (Torino), via Monte Navale n. 9, to act as a representative for all shares for which there are voting rights in the Ordinary Shareholders' Meeting of:

Amplifon S.p.A. convened at the Company's registered office in Milan, 131/133 Via Ripamonti, on **21 April 2023 at 3:00 p.m.**, on single call

conferring the necessary powers for exercising the voting right in the name and behalf of the proxy granter in accordance with the instructions issued.

Aholding S.r.l. hereby declares that it has no personal interest with respect to the proposed resolutions put to the vote. However, considering the possible contractual relationships that exist with some of the substitutes and the Company and, in any event, for all legal purposes, it is expressly declared that, should any unknown circumstances arise, or in the event of amendment or supplementing of the proposals submitted to the Shareholders' Meeting, neither Aholding S.r.l. nor its substitutes shall cast a vote different from that indicated in the instructions.

Signature of the Shareholder _____

Date and place in which the proxy was signed _____

⁽¹⁾Any party authorised to attend the Shareholders' Meeting shall be represented by means of a written proxy or sub-proxy in accordance with the relevant legal provisions, with the option of using, for the purpose, this proxy available on the Company website, under Section *Governance*. The proxy, together with any annexes, shall be sent to the Company, at Via Ripamonti no. 131/133, 20124 Milan, or by certified email to segreteria.societaria@pec.amplifon.com or, alternatively, to Aholding S.r.l. by certified email: assemblea@arubapec.it, no later than 6:00 p.m. CET of the day prior to the Shareholders' Meeting (and in any case by the beginning of the meeting). Within the above-mentioned term, the proxy and the voting instructions may be revoked at any time using the procedures specified in the proxy form.

⁽²⁾Specify the capacity of the signatory of the proxy and attach, in the case of a legal entity, documentation proving the signatory powers.

⁽³⁾Should the proxy be granted by a legal entity, include the relevant stamp.

VOTING INSTRUCTIONS

(Section containing information for the Proxy - Tick the chosen box)

The undersigned, Mr/MS

(enter name of proxy granter)

or alternatively, if a legal entity

(enter name of Body/Company)

..... (see above)

expressly authorises the Proxy to vote in accordance with the following voting instructions at the Ordinary Shareholders' Meeting of Amplifon S.p.A. ISIN code: IT0004056880 - code: IT0005090649 - code: XXTIV0000024 - code: XXITV0000016, convened: at the Company's registered office in Milan, 131/133 Via Ripamonti on 21 April 2023 at 3:00 p.m., on single call.

| | | | |
|--|--------|---------|---------|
| 1. Financial Statements as at 31 December 2022: 1.1 Approval of the Financial Statements as at 31 December 2022; reports prepared by the Board of Directors, the Board of Statutory Auditors and the Independent Auditors. Consolidated Financial Statements as at 31 December 2022 and Report on Operations in accordance with Commission Delegated Regulation (EU) 2019/815 and subsequent amendments. Consolidated Non-Financial Statement as at 31 December 2022. | FAVOUR | AGAINST | ABSTAIN |
| 1. Financial Statements as at 31 December 2022 1.2 Allocation of the earnings for the year. | FAVOUR | AGAINST | ABSTAIN |
| 2. Directors' remuneration for FY 2023. | FAVOUR | AGAINST | ABSTAIN |
| 3. Stock grant plan in favour of the employees and self-employees of the Company and its subsidiaries for 2023-2028 ("Stock Grant Plan 2023-2028"). | FAVOUR | AGAINST | ABSTAIN |
| 4. Remuneration Report 2023 pursuant to art. 123-ter Legislative Decree 58/98 ("TUF") and art. 84-quater Issuers' Regulations 4.1 Binding resolution on the first section pursuant to art. 123-ter, par. 3-bis and 3-ter of the TUF. | FAVOUR | AGAINST | ABSTAIN |
| 4. Remuneration Report 2023 pursuant to art. 123-ter Legislative Decree 58/98 ("TUF") and art. 84-quater Issuers' Regulations 4.2 Non-binding resolution on the second section pursuant to art. 123-ter, par. 6 of the TUF. | FAVOUR | AGAINST | ABSTAIN |
| 5. Proposed amendment to the Co-investment Plan ("Sustainable Value Sharing Plan 2022-2027"): resolutions pursuant to Article 114-bis TUF and Article 84-bis of the Issuers' Regulations. | FAVOUR | AGAINST | ABSTAIN |
| 6. Approval of a plan for the purchase and disposal of treasury shares pursuant to articles 2357 and 2357-ter of the Italian Civil Code, following revocation of the current plan. Related and consequent resolutions. | FAVOUR | AGAINST | ABSTAIN |

Place and Date

Signature

The following documents

- The Proxy
- Voting Instructions
- Copy of the ID card or equivalent document of the proxy granter
- If the sub-delegating proxy is a legal person, a copy of an identity document, currently valid, of the pro tempore legal representative, or of another person with appropriate powers, together with appropriate documentation attesting to their qualification and powers (copy of a Chamber of Commerce certificate or similar)
- Copy of the accreditation certification issued by the bank or intermediary

Shall be sent to the Company by post at Via Ripamonti no 131/133, 20124 Milan, or by certified email to segreteria.societaria@pec.amplifon.com or, alternatively, to Aholding S.r.l. by certified email assemblea@arubapec.it, no later than 6:00 p.m. CET of the day prior to the Shareholders' Meeting (and in any case by the beginning of the meeting).

N.B. For any clarifications regarding the conferral of the proxy (and, in particular, completing and sending the proxy form and voting instructions), shareholders authorised to attend Shareholders' Meeting may contact the Designated Representative, at the address indicated above and/or at the number 0125 1865910 (in working days and hours).

NOTICE PURSUANT ARTICLES 13 AND 14 OF REGULATION (EU) 2016/679

It should be understood that, pursuant to articles 13 and 14 of regulation (EU) 2016/679 (hereinafter also referred to as the "**GDPR**"), the data contained in the proxy template will be processed by Aholding S.r.l. (hereinafter also referred to as the "**Data Controller**" or "**Controller**") for the purposes of managing the proxy in shareholders' meetings, in compliance with the legislation in force concerning the processing of personal data.

The data may be made known to colleagues of the Data Controller specifically authorised to process them, as Data Processors or Data Processing Officers, to pursue the purposes indicated above: these data may be disclosed to specific parties to satisfy a legal or regulatory requirement or EU legislation, or based on provisions laid down by authorities authorised to do so by the law or by supervisory and control bodies. The Controller may also, in the pursuit of the aforementioned purposes, need to disclose personal data to third parties, such as, for example, Aholding S.r.l. and/or the Company.

Consent is required; if consent to the processing of data is withheld, it will be impossible to enable the proxy to participate in the Shareholders' Meeting.

The Data Controller may be contacted using the following details:

- Aholding S.r.l., Via Circonvallazione n. 5, 10010 Banchette (TO)
- +390125 1865910

The personal data will be processed in accordance with the provisions laid down in the GDPR, using paper, computer and telematic tools, according to a rationale strictly linked to the purposes indicated and, in any event, using procedures suitable for ensuring the secrecy and confidentiality thereof in compliance with the provisions laid down by article 32 to GDPR. Your personal data will be processed for the time necessary for fulfilling the processing purposes described above, at the end of which they will be kept, where necessary, for the period of time stipulated by the legislation in force.

The data subject is entitled to exercise the rights enshrined in articles 15 to 21 of the GDPR, i.e. to know, at any time, which data are held by the Company, their origin and how they used, to request their update, rectification, completion or erasure, to block them or request their portability or object to their processing using the addresses mentioned above.

The data subject is entitled to withdraw consent and lodge a complaint with the Autorità Garante per la protezione dei dati personali, at Piazza Venezia no. 11, 00187 Rome (RM).

The above rights may be exercised, with respect to the Controller, using the contact details indicated at the start of this notice.

Your rights as a data subject may be exercised free of charge pursuant to article 12 of the GDPR. However, in the case of clearly unfounded or excessive requests, including as regards repetition, the Controller may charge you a reasonable sum as a contribution to costs, in consideration of the administrative expenses incurred for managing your request, or refuse to satisfy the said request, providing reasons for so doing.

Place and Date

Signature
