



PRESS RELEASE

AMPLIFON: Update on the share buy-back program

Milan, October 10th, 2014 – In relation to the share buy-back program resolved by the Shareholders' Meeting of April 16th, 2014, Amplifon announces that it has purchased in the period October 2th – 10th 2014 a total of 54,000 ordinary Amplifon S.p.A. shares, equivalent to 0.024% of the share capital, at an average unit price of Euro 4.467 per share, for a total consideration of Euro 241.221.

As of today, Amplifon owns n. 6,954,000 of its shares, corresponding to 3.10% of the Company's share capital.

For more information, please contact:

Investor Relations:

Amplifon S.p.A.

Emilia Trudu

Tel +39 02 5747 2454

Fax +39 02 5740 9427

emilia.trudu@amplifon.com

www.amplifon.com