



PRESS RELEASE

Amplifon initiates share buy-back program

Milan, May 9th 2016 – Amplifon S.p.A. (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces the beginning of a share buyback program, previously authorized by the Shareholders' Meeting of April 18, 2016.

The program, aimed at increasing treasury shares portfolio to service stock-based incentive plans, also provides the Company with a means to use the treasury shares, if necessary, as a form of payment in company acquisition transactions.

In accordance with the Shareholders' Meeting resolution, the program provides for the purchase, on one or more occasions on a revolving basis, of a total number of shares which, together with the treasury shares already held, would amount to up to 10% of Amplifon S.p.A.'s share capital, always in compliance with regulation.

The shares may be purchased at a price not higher or lower by 10% than the stock price registered at the close of the trading session prior to each single purchase transaction.

The Shareholders' authorization to acquire treasury shares expires on October 17, 2017.

The buyback of treasury shares will be carried out in compliance with Regulations of Borsa Italiana S.p.A., pursuant to article 132 of Legislative Decree No. 58 of February 24th, 1998 and article 144-bis of Consob Regulation No. 11971 of May 14th, 1999.

As at today's date the Company owns a total of 6,562,083 treasury shares, corresponding to 2.910% of the Company's share capital

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 approximately 3,500 points of sale, 3,500 service centers and 1,700 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 over 5,500 hearing care professionals, the Company is committed to delivering the highest quality of service and care, in order to achieve the best hearing experience for customers worldwide. More information available at: www.amplifon.com/corporate

For more information, please contact:

Investor Relations:

Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

Fax +39 02 5740 9427

francesca.rambaudi@amplifon.com