

UPDATE ON THE SHARE BUY-BACK PROGRAM

Milan, July 17th, 2017 - In relation to the share buy-back program resolved by the Shareholders' Meeting of April 20th, 2017, Amplifon (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces that it has purchased in the period July 10th - 14th, 2017 a total of 65,000 ordinary Amplifon S.p.A. shares, equivalent to 0.029% of the share capital, at an average unit price of Euro 11.781 per share, for a total consideration of Euro 765,739.65.

On the basis of information provided by the intermediary agent appointed for the implementation of the share buy-back program, here below the details of the share purchase transactions on the MTA on daily basis:

Date	Number of ordinary shares purchased	Average price (Euro)	Total amount (Euro)
10/07/17	13,000	11.5631	150.320.04
11/07/17	13,000	11.6277	151,159.97
12/07/17	13,000	11.7315	152,510.02
13/07/17	13,000	11.9323	155,120.03
14/07/17	13,000	12.0484	156,629.59

In reference to the same resolution, the Company has used treasury shares to service the Performance Stock Grant Plan 2011-2020 for a total of n. 5,071,193 shares.

As of July 14th, 2017, Amplifon owned n. 7,124,807 of its shares, corresponding to 3.149% of the Company's share capital and to 2.169% of the total share capital in voting rights.

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 9,600 points of sale, of which approximately 4,000 direct shops, 3,700 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

Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

francesca.rambaudi@amplifon.com