

UPDATE ON THE SHARE BUY-BACK PROGRAM

Milan, March 12th, 2018 - 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 5th - 9th March, 2018, a total of 40,000 ordinary Amplifon S.p.A. shares, equivalent to 0.018% of the share capital, at an average unit price of Euro 13.629 per share, for a total consideration of Euro 545,155.04.

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)
05/03/18	8,000	13.0288	104,230.00
06/03/18	8,000	13,4882	107.905,60
07/03/18	8,000	13,6800	109.440,00
08/03/18	8,000	13,9212	111.369,44
09/03/18	8,000	14,0263	112.210,00

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. 6,625,347 shares.

As of March 9th, 2018, Amplifon owned n. 7,391,653 of its shares, corresponding to 3.266% of the Company's share capital and to 2.247% of the total share capital in voting rights.

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.

Investor Relations

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