

UPDATE ON THE SHARE BUY-BACK PROGRAM

Milan, March 9th, 2021 – In relation to the share buy-back program resolved by the Shareholders' Meeting of April 24th, 2020, Amplifon (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, announces that it has purchased in 4th and 5th March, 2021, a total of 60,000 ordinary Amplifon S.p.A. shares, equivalent to 0.027% of the share capital, at an average unit price of Euro 30.762 per share, for a total consideration of Euro 1,845,702.00.

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)
04/03/21	30,000	30.7388	922,164.00
05/03/21	30,000	30.7846	923,538.00

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. 12,769,304 shares.

As of March 5th, 2021, Amplifon owned n. 1,611,696 of its shares, corresponding to 0.712% of the Company's share capital and to 0.500% 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 over 17,000 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 11,000 points of sale in 27 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

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