



AMPLIFON ACQUIRES THE ITALIAN ASSETS OF THE FRENCH GROUP AUDIKA

WITH THIS TRANSACTION THE COMPANY - WORLDWIDE LEADER IN THE DISTRIBUTION, FITTING AND PERSONALIZATION OF HEARING SOLUTIONS – INCREASES THE REACH OF ITS DISTRIBUTION NETWORK AND MOVES CLOSER TO ITS ITALIAN CUSTOMERS

Milan, April 29th, 2014 – Today Amplifon, worldwide leader in the distribution, fitting and personalization of hearing solutions, announced the acquisition of the retail chain owned by Audika Italia Srl, the Italian branch of the French Group Audika. Thanks to this acquisition, comprised of 55 points of sale (Euro 7.4 million revenue in 2013), Amplifon will be able to strengthen its national presence - particularly in regions such as Emilia Romagna, Piedmont, Lazio and Triveneto - as well as increase the reach of its distribution network and move closer to its customers, factors that are critical to the Company's success. Synergies of scale resulting in a positive effect on the Group's profitability may also be generated. The total value of the transaction amounts to Euro 7.1 million.

"With this acquisition we are further improving our brand's distributive range and ability to provide service in Italy", Franco Moschetti, Amplifon's Chief Executive Officer commented, "a market we believe in and which still has enormous potential for further penetration and business growth".

"We chose Amplifon because we wanted to make sure that our network becomes part of a long term project and, at the same time, guarantee continuity in the quality of the service provided to our customers", Alain Tonnard, Co-Chairman and Founder of the Audika Group stated.

Amplifon, listed on the STAR segment and the FTSE Italia Mid Cap Index of the Milan Stock Exchange, is the worldwide leader in the distribution, fitting and personalization of hearing aids and correlated services. Through a network of 3,200 points of sale, 2,500 service centers and over 1,700 affiliates, Amplifon is active in Italy, France, the Netherlands, Germany, the UK, Ireland, Spain, Portugal, Switzerland, Belgium, Luxembourg, Hungary, Egypt, Turkey, Poland, Israel, USA, Canada, Australia, New Zealand and India.

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