



AMPLIFON REACHES A STRATEGIC AGREEMENT WITH SALMOIRAGHI & VIGANÒ

AMPLIFON, WORLDWIDE LEADER IN HEARING SOLUTIONS, AND SALMOIRAGHI & VIGANO', LEADER IN ITALY IN EYEWEAR AND CONTACT LENSES DISTRIBUTION, HAVE REACHED AN AGREEMENT FOR THE OPENING OF "AMPLIFON POINTS" IN THE OVER 450 OPTICAL STORES BELONGING TO THE SALMOIRAGHI & VIGANO' GROUP. AMPLIFON 'S CEO FRANCO MOSCETTI: "A STRATEGIC ALLIANCE THAT WILL CONTRIBUTE TO PROVIDING THE HEARING IMPAIRED WITH MORE INFORMATION AND SERVICES, FACILITATING ACCESS TO THE BEST SOLUTIONS".

Milan, November 4th, 2014 – Amplifon, worldwide leader in the distribution and fitting of personalized hearing solutions, will be opening more than 450 "Amplifon points" in stores belonging to the **Salmoiraghi & Viganò** Group, leader in Italy in eyewear and contact lenses distribution, through which customers will be able to fix a hearing test in the nearest Amplifon store.

The initiative will leverage on the reach and proximity of the two distribution networks which will allow both companies to take full advantage of all possible synergies. Strengthened by its 550 points of sale, Amplifon will be able to intercept its target customers earlier in their journey, reaching a broader and younger clientele than the one currently served by its direct stores. While continuing to concentrate on its core business (eyewear and contact lenses), Salmoiraghi & Viganò will, rather, increase the range of services it provides by relying on a specialized, top-notch partner.

"I do not hesitate to define this as a strategic alliance", commented Franco Moscetti, the Amplifon Group's Chief Executive Officer, "insofar as it combines the work done by the two networks to distribute excellence. The hearing impaired stand to benefit the most", he added: "with this partnership Amplifon, which has already redesigned its store concept some time ago, is taking a further step towards dissolving the resistance of people with hearing loss to consulting specialists: without any embarrassment, just as people with sight problems have always done".

About Amplifon

Amplifon, listed on the STAR segment and the FTSE Italia Mid Cap Index of the Italian Stock Exchange, is the worldwide leader in the distribution, fitting and personalization of hearing aids and related services. Through a network of 3,300 points of sale, over 2,600 service centres and approximately 1,900 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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