



PRESS RELEASE

AMPLIFON: Amendment of the shares going ex-dividend date

Milan, March 4th, 2016 – Amplifon (MTA; Bloomberg ticker: AMP:IM), the global leader in hearing solutions and services, informs that, in accordance with art. IA.2.1.1. of Borsa Italiana S.p.A.'s Market Rules Instructions, the date of the shares going ex-dividend (detachment of coupon n. 9) concerning the distribution of 2015 fiscal year's earnings as a dividend is **May 23rd, 2016** (record date May 24th, 2016) to be paid as from **May 25th, 2016**.

The above dates replace the ones previously published on the press release dated March 2nd, 2016, that incorrectly indicated May 16th, 2016 as the date of the shares going ex-dividend.

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 approximately 3,500 points of sale, 3,400 service centers and 1,700 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 approximately 5,500 hearing care professionals, the Company is committed to delivering the highest quality of service and care, in order to achieve the best hearing experience for customers worldwide. More information available at: www.amplifon.com/corporate.

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