

## AMPLIFON, A NEW BRAND IDENTITY TO FURTHER STRENGTHEN CUSTOMER ENGAGEMENT

AMPLIFON PRESENTED TODAY ITS NEW BRAND IDENTITY, NEW LOGO AND NEW WEBSITE

**"HEAR, FEEL, LIVE"** IS AMPLIFON'S NEW PAYOFF: IT HIGHLIGHTS THE COMMITMENT TO GIVING BACK THE JOY OF HEARING TO PEOPLE SO THAT THEY CAN ENJOY LIFE TO THE FULLEST

THE LAUNCH OF THE NEW BRAND IDENTITY IS PART OF THE COMPANY'S BROADER COMMUNICATION STRATEGY AIMED AT FURTHER STRENGTHENING THE RELATIONSHIP WITH CUSTOMERS

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Milan, June 7<sup>th</sup>, 2016 - Today Amplifon (MTA; Bloomberg ticker: AMP:IM), global leader in hearing solutions and services, announced the launch of the Company's new global brand identity and also presented its new logo and customer website.

"Hear, Feel, Live" is the new payoff: it summarizes Amplifon's new brand identity and underlines the commitment to giving back the joy of hearing to people so that they can enjoy a full life, surprising them with a hearing experience that exceeds their expectations thanks to a perfect blend of know-how, technology and human touch.

*"The development of our new brand identity is part of the Company's broader strategy which aims to lead a real cultural change in our industry, redefining the way customers feel about their hearing and the way in which they are educated, involved and served. As industry leader, we want to anticipate the needs of our always younger and more connected customers, continuing to use innovative technologies and proprietary solutions to improve their hearing experience"*, said Enrico Vita, Amplifon's Chief Executive Officer.

The new brand identity will be expressed consistently across all touchpoints, beginning with the new customer website<sup>1</sup> [www.amplifon.com/uk](http://www.amplifon.com/uk), which optimizes user experience and seeks to meet the needs of all users, from the most mature to the youngest, from the most active to those who only want more information or assistance. The new web experience, part of the Company's marketing and communication strategy, enhances the digital touchpoints and leverages the habits of millions of baby boomers, 80% of whom now go online and look for information (92%), use social media (45%) or consult videos (23%)<sup>2</sup>.

The launch of the new brand identity, close attention to digital marketing and the development of advanced customer relationship management (CRM) are part of Amplifon's new marketing and communication strategy, for which investments are expected to rise by around 10% per year for the next three years, aiming to significantly accelerate revenue growth.

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### 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, 3,500 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 about the Group available at: [www.amplifon.com/corporate](http://www.amplifon.com/corporate).

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<sup>1</sup> The new Italian ([www.amplifon.com/it](http://www.amplifon.com/it)), German ([www.amplifon.com/de](http://www.amplifon.com/de)) and English consumer websites have been launched today. In the months to follow, the customer website will be rolled-out in all the other main countries where the Company operates.

<sup>2</sup> Data from a research carried out by Amplifon in Italy, France, Spain, Netherlands, USA and New Zealand in 2014.



**Investor Relations**

**Amplifon S.p.A.**

Francesca Rambaudi

Tel +39 02 5747 2261

[francesca.rambaudi@amplifon.com](mailto:francesca.rambaudi@amplifon.com)

**Media Relations:**

**Edelman Italia**

Claudia Galeotti

Tel +39 63116 273

[claudia.galeotti@edelman.com](mailto:claudia.galeotti@edelman.com)