

AMPLIFON ANNOUNCES SIGNING & CLOSING OF AUDIONOVA RETAIL BUSINESS ACQUISITION IN FRANCE FROM SONOVA HOLDING AG

Milan, *March 1st*, 2017 - Following the press release dated January 16th, 2017, Amplifon (MTA; Bloomberg ticker: AMP:IM), global leader in hearing solutions and services, announces today the signing of the definitive agreement and the closing of the acquisition of AudioNova retail business in France (around 55 shops) from Sonova Holding AG.

The transaction, which calls for a cash-out of around 16 million euros, perfectly fits Amplifon's strategy aimed at strengthening the Company's positioning in core markets, allowing the Company to reach a total of 560 points of sale in the French market.

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 around 9,500 points of sale, of which approximately 4,000 direct shops, 3,700 service centers and 1,900 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 more than 7,000 hearing care professionals, the Group 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 is available at: www.amplifon.com/corporate.

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