

PRESS RELEASE

AMPLIFON LAUNCHES ITS NEW SUSTAINABILITY PLAN WITH GOALS INTEGRATED INTO ITS BUSINESS STRATEGY

SECOND PLAN IN THE COMPANY'S HISTORY WITH MEDIUM AND LONG-TERM TARGETS TO 2026, 2028, AND 2030.

MAIN TARGETS INCLUDE €600 MILLION IN SAVINGS FOR CUSTOMERS AND PROSPECTS BY 2026 THANKS TO FREE HEARING TESTS, AT LEAST THREE DAYS OF TRAINING PER YEAR PER EMPLOYEE, USE OF ELECTRICITY FROM RENEWABLE SOURCES AT 100% BY 2030, SUPPORT TO THE AMPLIFON FOUNDATION THANKS TO ECONOMIC CONTRIBUTION (€5 MILLION) AND AMPLIFON EMPLOYEES' VOLUNTEERING ACTIVITIES (5,000 PARTICIPATIONS).

Milan, March 25th, 2024 – Amplifon S.p.A. (EXM; Bloomberg/Reuters ticker: AMP:IM/AMPF.MI), global leader in hearing solutions and services, announces its new Sustainability Plan “**Listening Ahead**”. **The Plan includes 20 new targets in four areas (Product & Service Stewardship, People Empowerment, Community Impact, and Ethical Behavior) to 2026, 2028, and 2030.**

These targets include **the promotion of accessible hearing care**, increasingly innovative customer experiences, but also support to students and professionals interested in joining the hearing care industry; the **development of talents**, in terms of **skills** and **professional growth** as part of a healthy and inclusive work environment that guarantees **equal opportunities** to all; **raising awareness among young people** about **prevention** and **hearing health**, thanks to projects of significant social value and **active engagement of Amplifon employees** in the Group's Foundations initiatives; lastly, particular focus will be devoted in integrating sustainability criteria as part of **responsible supply chain management**, in addition to new initiatives targeting our fight to climate change and promoting circularity initiatives.

This is the second Sustainability Plan in Amplifon's history after the one announced in 2021 with targets through 2023. Since 2016, Amplifon has been following an organic path into sustainability, focused on listening to its stakeholders: from customers and their needs to all the employees and collaborators, from local communities to future generations, from the value chain to the environment in which the company operates.

ENRICO VITA, CEO

“Sustainability is an integral part of our daily life at Amplifon, a company which each year serves approximately 1 million people in 26 countries worldwide, helping them to improve their quality of life. This explains why our new Plan, given the global ESG mega trends and the needs of our stakeholders, includes increasingly more ambitious targets, fully integrated in our business strategy. With this Plan, we want to ensure that our future growth is supported by an increasingly strong commitment to a responsible and sustainable business”.

Amplifon developed its new Sustainability Plan in light of its main stakeholders' priorities, including, for example, employees, the communities in which it operates, suppliers, investors, and ESG rating agencies, highlighting its contribution to the United Nations' 2030 Agenda for Sustainable Development and the **Sustainable Development Goals** (SDGs) that are the most relevant to its business.

In order to guarantee the full alignment of Amplifon's entire organization to its sustainability strategy, the targets are also reflected in the **Company's Remuneration Policy** which is tied to Top Management's short- and long-term variable compensation. Lastly, with a view of further integration of the Company's financial and sustainability strategies, the same targets are also linked to three **ESG-linked credit lines**. More in detail:

Product & Service Stewardship

- Offer free complete hearing tests, generating a total saving of **more than €600 million** for prospects and customers in the period 2024-2026.
- Implement the New Store Protocol in **at least one-third of the countries** where Amplifon operates by 2026.
- Invest in future audiologists and hearing care professionals by offering adult professional programs and licensing support involving **at least 800 people** globally in 2024-2026.
- **Define and launch a new Amplifon-branded product reusable packaging** with revised materials by 2025.



People Empowerment

- Provide **at least 3 days on average of training per year per capita** for back-office employees (including at least 2 hours on average of training on sustainability-related topics) and field force employees up to 2026.
- Ensure that **at least 40%** of the back-office population is assessed as talents & high performers every year up to 2026 and that **at least 30%** of the field force is assessed as talents & high performers by 2026 in the countries where the new assessment system for the field force is implemented.
- **Obtain the Top Employer Global Certification** by 2026.
- Maintain **above 50%** female gender representation in the global back-office population every year up to 2028 and increase it in the global leadership population to **at least 35%** by 2028.
- Launch a **new Global DEIB (Diversity, Equity, Inclusion, Belonging) Action Plan** by 2024, including bias-free workshops for the DEIB committee & core team and all global leaders by 2024.

Community Impact

- Extend the “Listen Responsibly” program to involve a total of **at least 10 million people** under 35 globally by 2028 through digital communication campaigns and events.
- Reach **at least 50.000 total noise measurements** via the noise tracker of the “Listen Responsibly” app by 2026.
- Reach **at least 5.000 employees’ participation** in Foundations’ volunteering and Social Ambassadorship initiatives in the period 2024-2026.
- Contribute to the development of Amplifon Foundation’s activities also to expand its activities in other countries outside Italy, with **at least €5 million** donated in the three years 2024-2026.

Ethical Behavior

- Achieve Supplier Code of Conduct acceptance and assess ESG practices of **100% of its direct suppliers** and **at least 50% of key indirect suppliers** by 2026.
- **Reach 100% of green electricity supply** for HQs and direct stores by 2030.
- **Reach more than 60% hybrid or fully electric global car fleet** by 2030.
- **Set and submit near-term decarbonization Science-based Targets** by 2025.
- Increase the penetration and use of rechargeable hearing aids, avoiding the use of **more than 320 million batteries** per year by 2028.
- Install in **at least 50% of direct stores** end-of-life battery collectors for a new centralized collection and recycling process by 2028.

The new Sustainability Plan is included in Amplifon’s Non-Financial Statement 2023 which as of this year, is part of the Annual Report 2023, as evidence of the further inclusion of ESG topics in the Company’s business strategy.

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon’s around 20,300 people worldwide strive every day to understand the unique needs of every customer, delivering exclusive, innovative and highly personalized products and services, to ensure everyone the very best solution and an outstanding experience. The Group, with annual revenues of around 2.3 billion euros, operates through a network of around 9,700 points of sale in 26 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

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