

AMPLIFON LAUNCHES A SHARE BUYBACK PROGRAM THROUGH A FIRST TRANCHE OF 100 MILLION EUROS

Milan, May 19th, 2025 - Amplifon (EXM; Bloomberg/Reuters ticker: AMP:IM/AMPF.MI), global leader in hearing solutions and services, announces that, by implementing (and within the limits set by) the authorization granted by the Shareholders' Meeting held on April 23rd, 2025 and the authorization by the Board of Directors on May 6th, 2025 concerning the approval of a share buyback program for a maximum of 150 million euros, the Company will launch a first tranche of buyback starting May 19th, 2025, with completion expected no later than September 15th, 2025, for an amount of around 100 million euros and a maximum of 21,428,077 shares. To note that the authorization granted by the Shareholders' Meeting requires that the treasury shares held by the Company, as a result of the buyback program, do not exceed 10% of the share capital of Amplifon S.p.A, including those already in portfolio, currently amounting to 1,210,785, equivalent to 0.535% of the share capital and to 0.290% of the total of the share capital in voting rights.

This program is motivated by the opportunity to provide the Company with an effective tool to access treasury shares to be allocated as a means of payment for acquisitions of companies or exchange of equity interests, to service share-based incentive plans, and, in any case, to pursue the purposes permitted by current regulatory provisions, including those set out in Regulation (EU) 596/2014, as well as, where applicable, by market practices permitted by Consob. Furthermore, Amplifon reserves the right to allocate (entirely or in part) the treasury shares held from time to time to other extraordinary financial transactions which imply the assignment or disposal of treasury shares (such as, for example, convertible bonds) and to their possible cancellation, all within the terms and conditions which may be resolved by the competent corporate bodies.

The purchase price of the shares will be determined on a case by case basis for each single transaction, granted that it may not be more than 10% higher or lower than the stock price registered at the close of the trading session prior to each single purchase, and, in any case, shall not exceed the highest between the price of the last independent transaction and the price of the highest current independent purchase offer. Furthermore, the daily purchase volume may not exceed 25% of the average daily volume of Amplifon shares traded in the 20 trading days preceding the purchase date.

The share buyback transactions will be carried out exclusively on regulated markets where the Company's ordinary shares are exchanged, such as Euronext Milan as well as multilateral trading facilities (MTF), in compliance with Article 144-bis of the Issuers' Regulation and with the applicable legal and regulatory provisions in place, according to the operating procedures established in the market regulations, in order to ensure equal treatment among shareholders and compliance with all public disclosure obligations.

In order to execute the buyback program, Amplifon has signed a contract with a third-party authorized intermediary, Morgan Stanley & Co. International Plc, which will make decisions with regards to the purchase of treasury shares in full independence, also in relation to the timing of transactions, in compliance with the applicable legislation and the aforementioned resolutions by the Company's Shareholders' meeting and Board of Directors.

The purchase outcomes, as well as any possible subsequent changes to the program, will be disclosed to the market in accordance with the terms and conditions set out in the laws and regulations in force.

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's around 20,900 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 outstanding experience. The Group, with annual revenues of over 2.4 billion euros, operates through a network of over 10,200 locations in 26 Countries and 5 continents. More information about the Group is available at o: <https://corporate.amplifon.com>.

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