

## PRESS RELEASE

### **AMPLIFON: A NEW COMMERCIAL PROPOSAL TO BETTER INFORM CUSTOMERS AND HIGHLIGHT SERVICE QUALITY**

Milan, July 7<sup>th</sup>, 2025 – Amplifon announces that it has introduced in Italy, as of last May, a new commercial proposal designed to provide customers with clearer, more complete, and easily understandable information about its hearing services and devices.

This initiative follows the fact-finding survey conducted by the Italian Competition Authority (AGCM) on the Italian hearing aid sector, which was concluded in April 2024, and the subsequent discussions with the Authority. At the end of this process, no findings were made regarding the company.

For Amplifon, the dialogue with AGCM represented an opportunity to further strengthen its commitment to communicating in a manner that is increasingly transparent and focused on customer protection.

The new proposal is part of the company's broader path of responsibility and innovation, aimed at continuously improving service quality, information accuracy, and the experience offered to those who rely on Amplifon every day.

#### **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 an outstanding experience. The Group, with annual revenues of over 2.4 billion euros, operates through a network of over 10,200 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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