



AMPLIFON AT BOOKCITY MILANO TO PROMOTE RESPONSIBLE LISTENING

- **AN EVENT AT GIUSEPPE VERDI MUSIC SCHOOL IN MILAN TO RAISE AWARENESS OF THE IMPORTANCE OF HEARING LOSS PREVENTION AT ALL AGES AMONG THE NEXT GENERATION**
- **ACCORDING TO WORLD HEALTH ORGANIZATION DATA, 40% OF 12 TO 35-YEAR-OLDS ARE EXPOSED TO POTENTIALLY DAMAGING NOISE LEVELS IN ENTERTAINMENT VENUES**

Milan, 17 November 2022 – Amplifon returns to **BookCity** Milano for the second time to raise awareness among the younger generations about **hearing loss prevention** and **the impact of noise pollution** on our **health**.

For the event's eleventh edition, the company organised an **interactive workshop** dedicated to the **students of "Giuseppe Verdi" Music School** in collaboration with **Carlo Boccadoro**, composer, musicologist and conductor, and **Anna Bonamigo**, hearing care professional and Amplifon trainer. After listening to famous records, the students were given key information on hearing loss prevention via an original listening experience.

The World Health Organization¹ estimates that **over a billion young people worldwide risk permanently damaging** their hearing. According to the most recent research, **almost 50% of adolescents and young adults between 12 and 35 are exposed to unsafe noise levels connected with personal audio devices**, and **around 40% are exposed to potentially harmful sound levels in entertainment venues**, including discotheques and concert halls. The highest safe exposure level is **85 decibels (dB)** for a maximum of **eight hours** or **100dB for 15 minutes**. For example, playing music through headphones at the maximum volume can reach 120dB.

Today's initiative is part of **Ci Sentiamo Dopo – Listen Responsibly** project, aiming to raise awareness of safe listening practices among the younger generation. Until now, the initiative has involved around **29,000 students** in **1,400 schools** in **Italy and Spain**.

"Our responsible listening project, which aims to involve 40,000 students from 1,600 schools by 2023, is a key cornerstone of our sustainability plan. As a provider of hearing care services and solutions, it is essential to promote prevention among the younger generations", explains **Francesca Rambaudi**, Investor Relations & Sustainability Senior Director of **Amplifon**.

About Amplifon

Amplifon is the global leading company in the hearing care retail market. Amplifon's purpose is to empower people to rediscover all the emotions of sound, offering innovative and personalized products and services to ensure the best solution for every customer. Founded in Milan in 1950, today, Amplifon is present in 25 countries worldwide with more than 9,200 points of sale and 18,600 employees and collaborators. The Company is listed (Euronext Milan) and has annual revenues of around 2 billion euros. More information at: <https://corporate.amplifon.com>.

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¹ Hearing loss prevention - Estimates, World Health Organization <https://www.who.int/deafness/estimates/en/>