



WORLD HEARING DAY 2023: AMPLIFON SUPPORTS THE WHO'S COMMITMENT TO EARLY DIAGNOSIS BY PROMOTING FREE SCREENING TESTS

According to the World Health Organization, more than 1.5 billion people worldwide suffer from hearing loss, which can be diagnosed early at the primary level of care.

Amplifon is launching an awareness campaign which also focuses on young people. Thanks to the company's free tests, global savings of more than €200 million are expected in 2023

Milan, March 3, 2023 - Sixty percent of hearing problems can be diagnosed effectively and promptly in the primary care setting. This was revealed by the World Health Organization (WHO) on the occasion of World Hearing Day 2023. The theme of this year's edition is the accessibility of hearing care for all, building on a greater awareness of the diagnosis and treatment of hearing disorders.

To support the World Health Organization's commitment, Amplifon, a world leader in hearing care services and solutions, is **promoting an awareness campaign**, offering **free hearing tests** in its specialized centers.

Currently, more than **1.5 billion people worldwide suffer from hearing loss**. **According to the forecasts, this number could rise to 2.5 billion by 2050**. Numerous studies show the connection between hearing loss and the risk of developing dementia in later life. Therefore, recent research by Alzheimer's Research UK, suggests having your first hearing tests between the ages of 30 and 40, using hearing aids if you have hearing loss, and protecting your hearing from noise pollution.

In addition, **EuroTrak 2022** data show that, on average, **it takes a person 2 to 3 years** to decide to **adopt a hearing device** and, in most cases, they regret not having done so sooner: the use of the device has improved their quality of life (97%), their social life (77%) or provides better mental and emotional health (53%).

"The theme chosen for World Hearing Day 2023 confirms how education and awareness of hearing problems are increasingly becoming a priority. Stigmatization and lack of correct information still cause a strong barrier to accessing hearing care. In addition, hearing care has to be considered a sound investment: the World Health Organization (WHO) states that in the European Region, for every euro invested in hearing care, we can expect on average a return of more than 30 euros for the society as a whole. Timely and appropriate intervention can ensure that people suffering from hearing loss and ear diseases have the chance to achieve their full potential," says **Mark Laureyns, President of the European Hearing Aid Association and Director of Amplifon's International Research and Study Centre**.

As part of its Listening Ahead Sustainability Plan, Amplifon is committed to increasing awareness and accessibility of hearing care by offering free hearing tests, thereby generating user savings of more than €200 million globally in 2023.

As part of its activities to raise awareness among young people through the Listen Responsibly initiative, on World Hearing Day, Amplifon launched a global channel on TikTok to explain in a simple way the importance of hearing prevention at every age, and the need to tackle stigma, as well as to present the professional profile of hearing care professionals, specialised technicians who help people choose the best hearing solution to rediscover the emotions of sound.

Furthermore, as part of its awareness initiatives, Amplifon promoted, alongside **Udito Italia non-profit organisation**, the running of the Italian edition of the **Hearing Marathon** at the **Ministry of Health**, aimed at spreading messages of prevention and the importance of accessibility to treatment proposed by the WHO. Finally, on **March 2**, it offered free hearing tests via a new proprietary iPad-based technology (Otopad) at the **Bocconi University Campus in Milan**.

Amplifon

Amplifon is the world's leading group in hearing care services and solutions. Its goal is to enable people with hearing loss to rediscover all the excitement of sounds, offering innovative and personalized products and services to ensure the best solution for each customer. Founded in Milan in 1950, Amplifon is present today in 25 countries around the world with



more than 9,300 specialized centres and 19,400 employees and collaborators. It is listed on the stock exchange (Euronext Milan) and has annual sales of more than 2 billion euros. For more information: <https://corporate.amplifon.com>

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