

WORLD HEARING DAY 2024: AMPLIFON TARGETS YOUNG PEOPLE TO PROMOTE PREVENTION AND OVERCOME STIGMA

Various company initiatives around the world. The Listen Responsibly app for measuring noise pollution also lands in Australia, Belgium, and the Netherlands. A global social media campaign on responsible listening and one in Italy on Spotify on hearing loss prevention. Hearing tests for employees in Italy, Germany, and the United States.

Milan, March 1st, 2024 - Amplifon, the world leader in hearing care solutions, has organized various awareness initiatives around the world on the occasion of **World Hearing Day** on March 3rd, aimed in particular at young people, on the themes of **hearing loss prevention**, combating **noise pollution** and overcoming the **stigma associated with hearing loss**. This year's theme, set by the World Health Organization (WHO), is overcoming the challenges of stigma associated with hearing loss.

According to the WHO, **more than 1.5 billion people around the world are currently affected by hearing loss, and this number could rise to 2.5 billion by 2050**. It is also estimated that more than **1 billion young people under the age of 35** are at risk of early hearing loss due to excessive noise exposure.

Specifically, the company will launch the **Listen Responsibly** app in **Australia, Belgium and the Netherlands**. The app, which is part of a global initiative by the company to promote a new culture of responsible listening and healthy hearing at all ages, is already active in Italy, Spain, France and Germany, and allows users to **measure noise levels in various locations in our cities** and aims to **educate young people about the negative effects of noise pollution**, by creating a map of the acoustic ecology.

In Italy, Amplifon today launches a digital campaign on **Spotify** to explain the importance of hearing loss prevention at all ages and to strengthen awareness of the figure of the hearing care professional, who helps people rediscover the emotions of sound. In addition, the company, alongside **Udito Italia onlus**, is once again this year promoting the organization of the Italian edition of the **Hearing Marathon**, scheduled to take place at Palazzo Montecitorio, seat of the Italian Chamber of Deputies in Rome, under the patronage of the Ministry of Health.

For the first time, the company is also collaborating with **Milan's La Scala Theatre** to strengthen its link with music and responsible listening practices. On the same side, the company, together with the creative agency **FCB Partners**, has also developed a global campaign on its social channels to promote hearing prevention through a video made with artificial intelligence. The campaign's claim, which will also involve the company's employees, is "*Our life is like an orchestra. Every sound makes it more complete*".

Finally, as every day of the year, Amplifon is offering **free hearing tests** in its specialized centers. To reinforce the importance of **access to hearing care**, the group will offer **hearing screenings to its employees** in its Milan, Hamburg and Minneapolis offices.

About 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 emotions of sound, 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 26 countries around the world with more than 9,500 specialized centres and 20,000 people representing almost 100 different nationalities. It is listed on the stock exchange (Euronext Milan) and has annual revenues for more than 2 billion euros. For more information: <https://corporate.amplifon.com>

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