

AMPLIFON AND PLUG AND PLAY ITALY LAUNCH A PARTNERSHIP TO COLLABORATE WITH GLOBAL START-UPS

Milan, September 2nd, 2024 - **Amplifon**, the world leader in hearing care services and solutions, and **Plug and Play Italy**, the Milan office of the international open innovation platform, **announce a new partnership** aimed at connecting and collaborating with start-ups globally.

"Open Innovation plays a fundamental role in healthcare, facilitating access to external expertise and accelerating technological development. It fosters the secure exchange of health data, reduces research and development costs, and promotes a dynamic innovation ecosystem. The agreement with Amplifon was born out of these premises and marks the first step for Plug and Play in Italy towards a new division dedicated to health." states **Tommaso Maschera, Plug and Play Italy Director**.

"Amplifon is always at the forefront of innovation, continuing the journey which began almost three years ago with AmplifonX, the division dedicated to the development of new digital solutions, which acts as an internal research and development center. We are always looking for new technologies to provide our customers with an increasingly personalized service and improve their quality of life. To this end, we are developing new partnerships with innovative global companies in the fields of artificial intelligence and machine learning. The new partnership with Plug and Play will help us on this path." explains **Antonio Curci, AmplifonX Global Director**.

Amplifon operates with over 20,000 people and nearly 10,000 shops in 26 countries on five continents around the world. Founded in Milan in 1950, the company is a world leader in its field. Thanks to its in-house startup, AmplifonX, the company develops new digital solutions to enable its hearing care professionals to offer an increasingly personalized service to their customers, both inside and outside the shops.

Since 2015, Plug and Play has already accelerated over 300 startups in partnership with more than 30 companies and finalized over 80 investments in the sector.

Plug and Play's health programs focus on five thematic areas: **TechBio**, for AI-powered software that facilitates the development of pharmaceutical assets and diagnostic assays, or enables the analysis and processing of biological data; **Health Tech**, for AI-powered diagnostic and decision analysis software that is or can be integrated with medical devices; **Healthcare IT**, for SaaS powered by artificial intelligence that support healthcare infrastructure along the patient journey and value chain; **Digital Therapeutics**, for clinically validated patient-facing applications that enable treatment or diagnosis; and **Digital Care Provision**, for clinically validated digital systems that support the entire patient journey.

Amplifon

Amplifon, the global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's more than 20,000 employees and collaborators worldwide are committed daily to understanding each customer's needs, offering exclusive, innovative, and highly personalized products and services. The Group, with annual revenues of over €2 billion, operates through a network of approximately 10,000 points of sale in 26 countries and 5 continents. For further information on the Group: <https://corporate.amplifon.com>

Plug and Play

Plug and Play is the world's largest Open Innovation platform: on the one hand, it connects start-ups with major corporations, on the other hand, it invests and facilitates investments to help start-ups grow, all with a global approach that facilitates internationalization and relations with Silicon Valley. Launched in 2006 and co-founded by Saeed Amidi in

the legendary Lucky Building in Silicon Valley, which saw Google, Paypal, and Dropbox take their first steps, today Plug and Play is present in more than 60 cities around the world and is a leading innovation platform with over 600 corporate partners, 70,000 start-ups in its proprietary database, and a total investment value of more than USD 12 billion in companies such as Dropbox, PayPal, N26 and Hippo.

In Italy, local offices (with associated acceleration programs) are currently concentrated in the Food & Beverage, Fintech, Sustainability, Automotive, and Aerospace sectors. In April 2019, Plug and Play opened its first Italian office in Milan, focused on the Food & Beverage (together with Tetra Pak and Barilla) and Fintech (with UniCredit) sectors, later joined by Sustainability (with A2A, Poste Italiane, Unipol, Gruppo Hera) and Health (with Amplifon); in July 2021, the Modena office dedicated to Automotive was opened with the launch of Motor Valley Accelerator (in partnership with CDP Venture Capital, CRIT, Fondazione Modena and UniCredit and Corporate Partners STMicroelectronics, Dallara, Sabelt, Unipol, OMR, Agrati and Gruppo Hera). In April 2022, a new location dedicated to Aerospace and Advanced Hardware was inaugurated in Turin, Takeoff Accelerator - an initiative of CDP Venture Capital, promoted by co-investors UniCredit and Fondazione CRT, with OGR Turin as Innovation and Networking Partners, Leonardo, AVIO and Unione Industriali Torino as Corporate Partners and the European Space Agency and the Italian Space Agency as Scientific Council members. DualTech by Takeoff, the Turin-based accelerator program part of the DIANA network created by NATO, was launched in 2024 to accelerate the development of cutting-edge dual-use technologies for defense and trade.

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