

AMPLIFON: CARING FOR YOUR HEARING IS ESSENTIAL TO EXPERIENCE EVERYDAY RELATIONSHIPS AND EMOTIONS FULLY. A NEW AWARENESS CAMPAIGN KICKS OFF

The goal is to share how well hearing can improve people's lives: Among the protagonists are real clients who, through a candid camera, get excited by listening to the voices of relatives and friends as a surprise during a hearing test

Milano, October 28, 2024 – A grandmother hearing her grandchild's voice; a mother hearing her child speak; a dialogue between a husband and wife; two friends sharing their passions; these are some of the emotions that characterize everyday life and could not be fully experienced with hearing loss.

These emotions, experienced by real people, are the focus of the **new awareness campaign on hearing prevention and care launched by Amplifon** in Italy and Spain, which will start today through television and digital platforms (https://youtu.be/Amplifon_ASpecialHearingTest).

According to the World Health Organization, about 1.5 billion people worldwide live with a form of hearing loss (or hearing impairment), and this number is expected to rise to 2.5 billion by 2050. In Italy alone, 7 million people have a form of hearing loss today. In Europe, 56 percent of people with hearing loss have never had a hearing test, and only 30% check their hearing at least once a year¹.

The data show that hearing loss is on the rise worldwide, even given demographic trends, making prevention and awareness activities essential. Several scientific studies, moreover, show a close connection between hearing loss and cognitive decline².

For this reason, Amplifon, a world leader in hearing care services and solutions with 20,300 people and 10,000 stores in 26 countries worldwide, has designed a new campaign to demonstrate how hearing well means recovering hearing and fully experiencing social relationships with loved ones.

The campaign is called "**Un test dell'udito speciale**" (**A special hearing test**). Among its protagonists are real Amplifon customers who, during a regular in-store hearing checkup, are moved by hearing a surprise special message from a loved one, grandchild, child, or friend. A surprised face, a smile, a tear, and a scream are some of the emotions born from this "special test." These are emotions that can be fully experienced when one can feel well.

The campaign claim is "*It's not just your hearing. For us, it's your life*", because, for Amplifon, improving the quality of people's lives is a promise that is renewed every day and takes shape through audiological expertise, technological innovation, and, above all, the empathy and care that comes with its mission. In this context, in particular, also essential is the role of the hearing care professional, the professional who helps people recognize and treat their specific hearing

¹Ehima EuroTrak Survey 2022.

²Meusy A. et al. Presbycusis and Dementia: Results from 8 years of follow-up in the three-city Montpellier study. *Alzheimers & Dementia. Journal of the Alzheimer's Association* (2016) 12:175.



loss, constantly assisting them along the rehabilitation path with a scientific method, proprietary technologies, humanity, and kindness. Amplifon offers free hearing tests in all its stores in Italy.

The campaign, signed by creative agency Small and production company Indiana Production, is on air today on major TV channels, digital platforms, and social media in Italy and Spain in three versions: 90, 30, and 15 seconds.

About Amplifon

Amplifon, the global leader in the retail hearing care market, empowers people to rediscover all the emotions of sound. All of Amplifon's more than 20,300 employees and collaborators worldwide are committed daily to understanding every customer's needs, offering exclusive, innovative and highly personalized products and services. With annual revenues of more than 2 billion euros, the Group operates through a network of nearly 10,000 points of sale in 26 countries and five continents. For more information about the Group: <https://corporate.amplifon.com>

Amplifon Corporate Communication:

Salvatore Ricco

salvatore.ricco@amplifon.com

M. +39 335 7709861

Dania Copertino

danialcopertino@amplifon.com

M. +39 348 2986209