



AMPLIFON AND LA SCALA THEATER TO BRING 20,000 STUDENTS AND SENIORS TO CONCERTS AND BALLETS

ON ITS 75TH ANNIVERSARY, THE COMPANY RENEWS ITS PARTNERSHIP WITH "INVITATION TO LA SCALA", A PROGRAM THAT FACILITATE ACCESS TO THEATRICAL PRODUCTIONS AND RAISE AWARENESS ON RESPONSIBLE LISTENING

Milan, January 28, 2025 - **Amplifon**, the world leader in hearing care services and solutions, has renewed its partnership with **La Scala Theater in Milan** for the 2024-2025 season.

In the 75th year since its foundation, Amplifon will continue to support the mid-week concert and ballet program of the "**Invitation to La Scala**" ("**Invito alla Scala**") project, which reserves the theater for students and seniors. The goal, like the previous season, is to involve about 20,000 people, including students, adults and seniors, to participate in the initiatives of the program.

"On the occasion of our 75th anniversary, we are continuing our collaboration with La Scala Theater with the aim of further strengthening the link between Amplifon, music, and responsible listening while, at the same time, supporting a project that brings young people and seniors closer to classical music. We are proud of this partnership that unites an Italian company like Amplifon, born in Milan exactly 75 years ago and present today in 26 countries on five continents, with one of Milan's and Italy's best-known cultural institutions in the world," says the **President of Amplifon, Susan Carol Holland**.

The collaboration is part of Amplifon's "**Listen Responsibly**" communication project, which targets young people to raise awareness of **responsible listening** and the **importance of hearing prevention** at all ages. The goal of the program, which is part of Amplifon's "*Listening Ahead*" sustainability plan, is to reach at least **10 million people** worldwide by 2028.

In the coming days, an event will be held at the La Scala Theater to retrace the five years of activity of the **Amplifon Foundation**, the Amplifon Group's corporate foundation for the social inclusion of the most vulnerable.

Amplifon

Amplifon, the global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's 20,300 people worldwide strive daily to understand every customer's unique needs, delivering exclusive, innovative and highly personalized products and services to ensure everyone the best solution and an outstanding experience. With annual revenues of around 2.3 billion euros, the Group operates through a network of over 10,000 points of sale in 26 Countries and five continents. More information about the Group is available at: <https://corporate.amplifon.com>

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