

AMPLIFON RECOGNIZES THE BEST CLINICS WORLDWIDE WITH THE CHARLES HOLLAND AWARD

The ceremony in Milan honored Amplifon clinics that stood out in 2025 for performance and adherence to the company's values

Milan, April 14, 2026 - The award ceremony for the 2025 edition of **Amplifon's Charles Holland Award** took place on Saturday, April 11, at the National Museum of Science and Technology Leonardo da Vinci in Milan. The Award, named in memory of the company's founder, is presented every year by Amplifon to its clinics worldwide that have distinguished themselves most for performance and adherence to the company's values, particularly the quality of service provided to patients. The event was also attended by the company's top management, including **Chairwoman Susan Carol Holland** and **Chief Executive Officer Enrico Vita**.

This year, Amplifon recognized more than **50 clinics across Europe and the United States**. Fifteen countries were honored: Italy, Spain, France, Germany, Belgium, the Netherlands, Israel, Switzerland, Portugal, Poland, Hungary, the United States (both franchisees and directly operated clinics), Canada, Chile and Colombia. Meanwhile, **an edition dedicated to the Asia Pacific region** will take place in the coming days in **Indonesia**.

Founded in 1950, Amplifon is the world's leading company in hearing care services and solutions, with revenues of **€2.4 billion** in 2025. The company operates in 25 countries with nearly 10,000 clinics and more than 20,000 people.

About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's around 20,600 people worldwide strive every day to understand the unique needs of every customer, delivering exclusive, innovative and highly personalized products and services, to ensure everyone the very best solution and outstanding experience. The Group, with annual revenues of around 2.4 billion euros, operates through a network of nearly 10,000 locations in 25 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

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