

WORLD HEARING DAY 2026: AMPLIFON LAUNCHES WORLDWIDE INITIATIVES TO PROMOTE HEARING HEALTH AWARENESS AND PREVENTION

Milan, March 2, 2026 – **Amplifon**, the global leader in hearing care services and solutions, will launch various initiatives in several countries around the world to raise awareness, educate, and promote prevention in relation to hearing health on **World Hearing Day**, tomorrow, March 3, 2026. The initiatives will take place in **Italy, France, the US, Canada, Australia, and Latin America**.

In addition to the free tests offered daily in its 10,000 centers in the 26 countries in which it operates, the Amplifon Group has planned special activities to reach and inform an increasingly wider audience, starting with young people. In **Italy**, at the two global and national headquarters in Milan, the Group planned a day dedicated to employees and partner companies, combining training sessions and hearing tests using **OtoKiosk**, Amplifon's proprietary technology for certified audiometric testing via iPad. In Milan, the initiative will also involve the people of **Chora&Will Media**, an Italian podcast production company. At the same time, Amplifon, together with **Udito Italia Onlus** and the **World Health Organization (WHO)**, also promoted the **Hearing Marathon**, which was held on February 27 at Palazzo Montecitorio in Rome.

Awareness-raising activities are also continuing in **France**, where the Group will offer free hearing tests both at its offices in Paris and at its headquarters in the capital's 15th arrondissement. The tests will also be carried out in Melbourne, **Australia**, thanks to a partnership with the local pharmacy chain HealthSave. In the **United States**, Amplifon will promote hearing health with free hearing tests in Minneapolis, at the Group's American offices and inside the Mall of America, one of the largest in the country. It has also organized training activities for employees in the **US, Canada, and Latin America**.

Finally, Amplifon will promote the global **social media campaign "Everyday Hearing Tests"** dedicated to the emotional value of sounds, reminding us that a hearing check is the key to continuing to be moved by listening to the world around us. The campaign, created by Amplifon together with Small and Accenture Song Italy, will be online from March 3rd, and throughout Hearing Awareness Month, in 17 countries including **Italy, Spain, France, Germany, the United States, Canada, and Australia**. In addition, a video promoting hearing care as a good habit to integrate into one's daily routine, created in collaboration with the Italian creative agency BRV7, will be published on institutional social media channels.

Established by the **WHO**, this event is the main opportunity to raise awareness about hearing loss and the stigma associated with it. This is an urgent commitment, given the data released by the WHO: today, more than **1.5 billion people live with hearing loss** (expected to reach 2.5 billion by 2050), with more than one billion young people under the age of 35 at risk due to excessive exposure to noise.¹

Amplifon

Amplifon, the global leader in the retail hearing care market, makes it possible to rediscover all the emotions of sound. All of Amplifon's 20,000 employees worldwide are committed every day to understanding the unique needs of each customer, offering exclusive, innovative and highly personalized products and services to ensure the best solution and an extraordinary experience for everyone. The Group, with annual revenues of €2.4 billion, operates through a network of 10,000 specialized centers in 26 countries and 5 continents. For more information about the Group: <https://corporate.amplifon.com>

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¹ Deafness and hearing loss – Key Facts, World Health Organization <https://www.who.int/news-room/fact-sheets/detail/deafness-and-hearing-loss>