

Amplifon Sustainability Policy

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Scope of Application

This Sustainability Policy (hereafter referred to as the “Policy”) of Amplifon S.p.A. (hereafter the “Company” or “Amplifon”) applies to all its subsidiaries.

Purpose

The purpose of this Sustainability Policy is to define at every organisational level Amplifon’s sustainability priorities and areas of commitment towards its stakeholders. This Policy aims to establish the guiding principles that shape the behaviour and actions of all Amplifon employees and collaborators, ensuring they act responsibly, ethically and in accordance with the principles of sustainability in the day-to-day management of their activities.

Commitment to Sustainability and Governance

Sustainability is embedded in Amplifon’s Purpose: “*empower people to rediscover all the emotions of sound*”. The Company is committed at every level to actively identifying opportunities to create long-term value for both its business and the communities in which it operates. Amplifon promotes an ethical and increasingly sustainable business model, leveraging its intangible assets and social impact to contribute positively to the environment, support the development of the communities in which it operates, and address the needs of its stakeholders.

The commitments outlined in this Policy support the management and mitigation of ESG risks associated with environmental, social and governance factors to which Amplifon is exposed. To address these risks, the Company implements organisational measures, processes, controls and dedicated tools with the aim of reducing them and minimising their potential impacts.

In line with these commitments, Amplifon has established the Control, Risks, and Sustainability Committee to oversee sustainability aspects related to business activities, supporting the Board of Directors in fulfilling its duties.

This Policy is committed to adhering to national and international regulations and initiatives, such as the United Nations Universal Declaration of Human Rights, the International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work and its applicable conventions, the Ten Principles of the Global Compact, and the Women’s Empowerment Principles (WEPs).

Amplifon's Values

Amplifon's commitments to sustainability originate from the values upon which the Company's activities are founded, defining how its employees are expected to act worldwide.

- **CUSTOMER DEVOTION:** Amplifon serves its customers' best interests with passion and seeks to surprise them by always going the extra mile.
- **PERSONAL IMPACT:** Amplifon empowers its people to think freely, perform and succeed, working together to make a lasting difference.
- **EVERYDAY EXCELLENCE:** Amplifon takes accountability for setting and delivering the highest standards of quality and never gives up.
- **FORWARD THINKING:** Amplifon listens to the world around it and embraces every challenge with the ambition to learn, grow, and innovate.
- **ACTING RESPONSIBLY:** Amplifon does well by doing good, acting with true integrity, and showing respect to everyone, every time.

At the core of its values lies Amplifon's commitment to respecting and protecting human rights in all activities connected to its business model. In particular, the Company promotes the respect of workers' rights by ensuring working conditions that are dignified, respectful and safe. Furthermore, Amplifon takes a proactive approach to engaging with its internal and external stakeholders to identify and address any human rights impacts. The Company is committed to monitoring any current and potential negative impacts and, where present, implementing corrective measures to prevent and/or remedy them.

Areas of Commitment

As a global leader in hearing solutions and services, Amplifon focuses its sustainability efforts on four areas where it recognises its greatest contribution.

1. Product & Service Stewardship

Amplifon is aware of its central role and impact in the hearing care sector and is strongly committed to providing its customers with the highest-quality solutions, ensuring their effectiveness, personalisation and safety, while offering a customer experience tailored to individual needs. In this regard, Amplifon is committed to:

- acting towards the social inclusion of its customers by continuously improving accessibility to its products and services, with the aim of reducing economic, physical and geographical barriers. Amplifon is committed to making its hearing solutions accessible to everyone, including vulnerable groups;
- ensuring and enhancing customer satisfaction by promoting increasingly engaging hearing experiences through its network of hearing aid specialists and the development of innovative solutions, while improving the sustainability features of its products;
- supporting students and professionals through guidance programmes, partnerships with educational institutions and professional organisations to ensure the next generation of specialists is adequately trained to improve people's quality of life and contribute to the development of the hearing care sector;
- ensuring the personal safety of its customers at every stage of their journey, promoting the highest quality and compliance with standards for the products and services it offers;
- ensuring the responsible management of its customers' sensitive information, safeguarding its security and confidentiality through a range of tools designed to comply with national and international legal requirements for privacy protection in all countries where it operates.

2. People Empowerment

Amplifon recognises that its people, regardless of their role within the organisation, are its most valuable asset in delivering high-added-value hearing solutions and services. For this reason, the Company is determined to attract, develop and retain the best talent while fostering a diverse, inclusive and innovative working environment. Amplifon also considers the well-being and engagement of its employees as fundamental and is continuously committed to creating and maintaining a healthy, safe and fulfilling workplace across all the countries in which it operates. In particular, Amplifon is committed to:

- promoting the careers of its people by encouraging professional and personal development in line with everyone's potential and aspirations, while recognising their talent to create a rewarding, healthy and inclusive working environment that inspires motivation and personal fulfilment;
- prioritising the well-being of its people and addressing the specific needs of all Group employees by embracing diversity and ensuring equal opportunities;
- providing a safe working environment and fostering a safety-oriented mindset throughout the organisation;
- attracting talent that shares the Company's goals and values, striving for innovation and excellence in every area of the Company;
- directing its management practices to establish working conditions — including working

hours, work-life balance and appropriate remuneration and benefits — that have a tangible impact on employee motivation and satisfaction.

3. Community Impact

Amplifon's products and services are recognised for their significant social impact worldwide. The Company is committed to raising awareness about hearing health, with the ultimate aim of reducing the severe consequences of hearing loss and maximising the positive impact of prevention. To this end, Amplifon is committed to:

- promoting awareness, prevention and educational activities aimed at increasing awareness among consumers and the broader community about hearing health;
- actively supporting the activities and work of the Group's Foundations, including initiating volunteering programmes;
- contributing to the dissemination of evidence-based information on hearing health topics by promoting and sponsoring clinical research and education in audiology and otology, as well as through collaborations with universities, scientific institutes and other national and international organisations.

4. Ethical Conduct and Environmental Responsibility

Amplifon is strongly committed to conducting its activities by adopting the highest ethical and moral standards, implementing the requirements of the applicable regulatory framework and actively condemning any form of unethical practices. The Company also integrates environmental sustainability into its operations, promoting environmental protection and implementing initiatives to reduce its environmental impact and improve sustainability performance. To this end, Amplifon is committed to:

- ensuring ethical and responsible behaviour throughout its value chain by fostering a transparency mindset and adhering to its Code of Ethics and Supplier Code of Conduct. Amplifon rejects all forms of exploitation, including forced and child labour;
- integrating sustainability criteria into the responsible management of its supply chain, as outlined in the Supplier Code of Conduct, and monitoring its outcomes;
- as specified in the Environmental Policy, minimising its negative environmental externalities through actions focused on climate change mitigation and adaptation, as well as energy efficiency improvements;
- promoting best practices and training activities on environmental issues while ensuring maximum transparency in reporting environmental performance to stakeholders, in full compliance with current sustainability regulations. As part of its commitment to continuous improvement, Amplifon also monitors its performance to manage risks and identify potential environmental and climate-related opportunities;
- encouraging innovation in the products and services offered to reduce the impact across the value chain, while fostering circularity throughout the entire product lifecycle;
- maintaining a zero-tolerance policy towards any form of corruption or unethical practices, including illicit favours, collusive behaviour, and undue pressure, whether exercised directly and/or through third parties.

Implementation and Approval

Amplifon's Global IR & Sustainability function, with active support from the relevant corporate functions, monitors and periodically reviews, implements, and, where appropriate, updates this Policy.

The Control, Risks and Sustainability Committee of Amplifon S.p.A. oversees and validates its content to support the Company's Board of Directors in fulfilling its role.

This Sustainability Policy was reviewed and approved by the Board of Directors of Amplifon S.p.A. on 17 December 2024.