



Press Release, November 29, 2019

Amplifon joins the European Hearing Instrument Manufacturers Association (EHIMA)

On 1 October 2019, Amplifon S.p.A., a global leader in hearing solutions and services, joined the European Hearing Instrument Manufacturers Association (EHIMA) as new member. The Company is represented in the General Assembly by CEO Enrico Vita.

EHIMA advocates high-quality hearing care and treatment through innovative hearing technology. EHIMA members are among the world's largest and most advanced hearing instrument manufacturers offering a wide range of hearing solutions from hearing aids to implantable and non-implantable hearing technology. Fulfilling the statutory prerequisite of being a company "manufacturing hearing instruments which qualify as medical devices under the EU Medical Device Regulation," Amplifon's application for membership to EHIMA was accepted.

*"We are happy to join a reputable association such as EHIMA. As a global leader in hearing solutions and services, we believe that joining forces will create great opportunities to further develop hearing care and treatment, raise awareness for innovative hearing solutions and create significant value to people with hearing loss. Being able to hear is essential at any age, and we aim to empower people to rediscover all the emotions of sound", says **Amplifon CEO Enrico Vita**.*

*"I have the great pleasure to welcome a new member to our EHIMA organization: Amplifon is a company dedicated to advanced hearing technology with whom we share the vision that every hearing-impaired person has the right to hear well. The innovative hearing solutions manufactured by EHIMA's member companies deliver smart solutions that help people hard of hearing not only to treat their hearing problems, but also to reduce health risks linked to hearing loss, to achieve their best on the job and to fully participate in society", says **EHIMA President Søren Nielsen**.*

Amplifon S.p.A.

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's 16,000 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 an outstanding experience. The Group operates through a network of over 11,000 points of sale in 29 Countries and 5 continents. More information about the Group is available at: www.amplifon.com/corporate.

EHIMA - The European Hearing Instrument Manufacturers Association

The members of the European Hearing Instrument Manufacturers Association (EHIMA) offer smart hearing aid and implant solutions for people hard of hearing. EHIMA was founded in 1985 and its members are among the world's largest and most advanced hearing instrument manufacturers, producing up to 90% of the hearing instruments manufactured in Europe. Members of EHIMA develop, manufacture and market hearing instruments on a large scale in one or more countries in Europe as well as exporting their products worldwide. More information about EHIMA is available at: www.ehima.com

Key Facts on Hearing Loss

- 1 in 10 of the total EU population states a hearing loss.*
- Only 1 in 3 of the hard of hearing people uses hearing instruments.*
- Untreated hearing loss costs EU28 each year 185 billion €. **
- Hearing instruments help to reduce these costs. **

Source: *EuroTrak Surveys; **Bridget Shield (2019): Hearing Loss – Numbers and Costs, Brunel University London;
These and other sources on hearing care data can be found at: www.ehima.com

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