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Oggetto : Amplifon grows in the USA with the acquisition  
of two companies with 24 locations in Arizona

*Testo del comunicato*

Vedi allegato

## PRESS RELEASE

# AMPLIFON GROWS IN THE USA WITH THE ACQUISITION OF TWO COMPANIES WITH 24 LOCATIONS IN ARIZONA

Milan, April 29<sup>th</sup>, 2025 - Amplifon (EXM; Bloomberg/Reuters ticker: AMP:IM/AMPF.MI), the global leader in hearing solutions and services, announces that it has completed the **acquisition of two companies, Safe in Sound Hearing, LLC and SISH Tucson, LLC**, which own a total of **24 locations in Arizona**, in the United States, the largest market in the hearing care sector worldwide.

Both companies, belonging to the same ownership, represent the fourth largest franchisee of **Miracle-Ear**, the brand through which the Amplifon Group operates in the United States with direct and franchised locations. The two companies have combined annual revenues of **over 15 million dollars** and employ a total of **65 people**.

*"This acquisition is part of our strategy to continue growing in the most important global market in our sector by strengthening a network of direct locations to support our established franchise network", comments Amplifon CEO Enrico Vita. "This retail business model, developed in recent years, has proven to be very successful and allows us to serve an increasing number of people in all 50 American states in an excellent way".*

Following this acquisition, the Miracle-Ear network in the United States exceeds 420 direct locations, which are in addition to approximately 1,200 franchised locations. In 2024, the United States became the Amplifon Group's largest market in terms of revenue.

## About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's around 20,900 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 over 2.4 billion euros, operates through a network of over 10,000 points of sale in 26 Countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

### Investor Relations

#### Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

[francesca.rambaudi@amplifon.com](mailto:francesca.rambaudi@amplifon.com)

Amanda Hart Giraldi

Tel +39 347 816 2888

[amanda.giraldi@amplifon.com](mailto:amanda.giraldi@amplifon.com)

### Corporate Communication

#### Amplifon S.p.A.

Salvatore Ricco

Tel +39 335 770 9861

[Salvatore.ricco@amplifon.com](mailto:Salvatore.ricco@amplifon.com)

Dania Copertino

Tel +39 348 298 6209

[dania.copertino@amplifon.com](mailto:dania.copertino@amplifon.com)

