

KEY INFORMATION PURSUANT TO ARTICLE 122 OF LEGISLATIVE DECREE NO. 58 OF 24 FEBRUARY 1998 (THE “CFA”) AND ARTICLE 130 OF CONSOB REGULATION NO. 11971 OF 14 MAY 1999, AS SUBSEQUENTLY AMENDED (THE “ISSUERS’ REGULATION”)

Amplifon S.p.A.

Pursuant to Article 122 of the CFA and Article 130 of the Issuers’ Regulation, the following is hereby disclosed.

1. Background

On 16 March 2026 (the “**Execution Date**”), in connection with the announcement of the entry into a binding agreement subject to conditions precedent for the acquisition by Amplifon S.p.A. (“**Amplifon**” or the “**Issuer**”) of the shares representing the entire share capital of GN Hearing A/S (the “**Acquisition**”), Ampliter S.r.l. (“**Ampliter**”) and GN Store Nord A/S (“**GN**” and, together with Ampliter, the “**Parties**” and each a “**Party**”) entered into an agreement named “*Commitment Agreement*” (the “**Agreement**”), which contains provisions relevant pursuant to Article 122 of the CFA, which, *inter alia*, governs the terms and conditions of the exercise, as from the Execution Date, of certain administrative and disposal rights attaching to the shareholding held by Ampliter in the share capital of Amplifon.

The key information pursuant to Article 122 of the CFA and Article 130 of the Issuers’ Regulation, effective as from the Execution Date, is set out below.

2. Company whose financial instruments are subject to the Agreement

Amplifon S.p.A., a company incorporated under Italian laws, having its registered office at Via Ripamonti 133, Milan, registered with the Companies’ Register of Milan – Monza – Brianza – Lodi under No. 04923960159, with a fully subscribed and paid-in share capital equal, as at the Execution Date, to Euro 4,527,772.40, divided into No. 226,388,620 ordinary shares, each with a nominal value of Euro 0.02, admitted to trading on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A. (ISIN IT0005186371) (the “**Shares**”).

3. Parties to the Agreement

The parties to the Agreement are:

- (i) Ampliter S.r.l., a limited liability company (*società a responsabilità limitata*) incorporated under Italian laws, having its registered office at Via Ripamonti 131/133, Milan, registered with the Companies’ Register of Milan – Monza – Brianza – Lodi under No. 97248020154.

As at the Execution Date, Ampliter is controlled by **Susan Carol Holland**, as majority shareholder of Amplifon S.r.l., its sole shareholder;

- (ii) GN Store Nord A/S, a joint stock company (aktieselskab) incorporated under Danish laws, having its registered office at Lautrupbjerg 7, 2750 Ballerup, Denmark, registered under CVR No. 24257843, whose shares are admitted to trading on the regulated market “NASDAQ OMX Copenhagen” organised and managed by Nasdaq Nordic.

As at the Execution Date, no person exercises control over GN.

4. Number and percentage of financial instruments subject to the Agreement; controlling entity

The Agreement relates to all Shares (i) held by Ampliter as at the Execution Date, and (ii) which may be acquired by Ampliter for the entire duration of the Agreement.

Classification: internal

The table below sets out the number of Shares (and the related voting rights) held by each Party as at the date hereof.

Party	No. of Shares contributed to the Agreement	No. of voting rights relating to the Shares contributed to the Agreement	% of Amplifon's share capital	% of total voting rights relating to the Shares contributed to the Agreement
Ampliter	95,105,392	285,316,176	42.01%	68.45%
GN	0	0	n.a.	n.a.

All Shares held by Ampliter carry enhanced voting rights (three votes per Share) pursuant to Article 13 of Amplifon's by-laws.

5. Contents of the Agreement

Pursuant to the Agreement, Ampliter has undertaken certain obligations in respect of the Shares held by it in Amplifon, including:

- (i) voting undertakings in support of the resolutions instrumental to the implementation of the Acquisition; and
- (ii) restrictions on the transfer of the Shares, subject to the exceptions set out in the Agreement.

A summary of the relevant provisions is set out below.

5.1 Voting undertakings

Ampliter has undertaken, for the duration of the Agreement, to exercise the voting rights attached to the Shares held by it in Amplifon:

- (i) in favour of any shareholders' resolution providing for the issuance of shares in the share capital of Amplifon in favour of GN (or its designee) as partial consideration for the Acquisition; and
- (ii) in favour of any capital increase proposed by Amplifon's board of directors for the purpose of financing, in whole or in part, the Acquisition, including any related resolutions concerning the limitation or exclusion of pre-emption rights pursuant to Article 2441 of the Italian Civil Code.

Ampliter further undertakes to refrain from taking any action, or omitting to take any action, which could reasonably be expected to materially hinder or prevent the approval of the above resolutions.

5.1 Transfer restrictions

Ampliter has undertaken, for the duration of the Agreement, not to effect any direct or indirect transfer of the Shares held as at the Execution Date (each, a "**Disposal**") to the extent that, as a result thereof, it would cease to hold voting rights representing at least 60% of the total voting rights exercisable at Amplifon's shareholders' meeting (the "**Non-Transferable Shares**").

The above transfer restrictions shall not apply in the event of: (a) a Disposal to which the prior written consent of GN has been obtained; (b) a Disposal to any legal entity over which the Major Shareholder has a controlling influence, subject to such entities adhering to the Agreement; (c) any Disposal of Shares resulting from the, conversion of, or the disposal of, convertible securities acquired after closing of the Acquisition; (d) any Disposal related to acceptance of a public takeover offer for all or a majority of the Shares, the provision of an

irrevocable undertaking to accept such an offer, as well as certain other extraordinary transactions involving Amplifon (including mergers and demergers); (e) sale or exercise of subscription rights received on Shares in connection with a rights issue, provided that the proceeds of such sale should be used to exercise subscription rights related to the same rights issue to the extent such proceeds are sufficient (s.c. *opération blanche*); (f) any Disposal made with a view to settle any tax liabilities arising as a result of the sale, subscription, acquisition or receipt of Shares or mark-to-market taxation; (g) any pledge to or in favour of a financial institution for such amount as was borrowed from such financial institution to finance the purchase of Shares or subscription rights, and any Disposal of Shares resulting from the enforcement of such pledge; (h) the use of Shares as exchange property in the context of an exchangeable bond to finance the purchase of Shares or subscription rights; or (i) any Disposal in accordance with any order made by a court of competent jurisdiction or required by law or regulation, including, for the avoidance of doubt, by fiduciary duties in a financial distress or insolvency situation.

6. Type of Agreement

The provisions of the Agreement, as summarised in paragraph 5 above, are relevant for the purposes of Article 122, paragraphs 1 and 5, letter b), of the CFA.

7. Term of the Agreement

The Agreement shall become effective as of the Execution Date and shall remain in effect until the occurrence of the earlier of: (i) completion of the Acquisition; and (ii) termination, for any reason, of the share purchase agreement relating to the Acquisition.

The Agreement further provides that, with effect from the completion date of the Acquisition, it shall be novated in its entirety by a new and separate agreement named "*Consideration Share Agreement*", to be entered into on the same date between Amplifon, on the one hand, and GN, on the other hand.

8. Person exercising control pursuant to Article 93 of the CFA

As at the Execution Date, control over Amplifon, pursuant to Article 2359, paragraph 1, of the Italian Civil Code and Article 93 of the CFA, is exercised by Amplifon.

9. Filing with the Companies' Register

The Agreement has been filed, limited to the provisions relevant under Article 122 of the CFA, with the Companies' Register of Milan – Monza – Brianza – Lodi on 20 March 2026 under protocol No. PRA/164179/2026/CMIAUTO.

10. Website where the key information is available

This key information relating to the shareholders' arrangements contained in the Agreement and relevant pursuant to Article 122 of the CFA is published, in accordance with Article 130 of the Issuers' Regulation, on Amplifon's website at the following address: <https://corporate.amplifon.com/en>.

Pursuant to Article 122, paragraph 1, lett. b), of the CFA, an extract of the shareholders' arrangements contained in the Agreement was published today in the daily newspaper "Quotidiano Nazionale".

21 March 2026

Classification: internal