

<p>Informazione Regolamentata n. 0525-21-2026</p>	<p>Data/Ora Inizio Diffusione 31 Marzo 2026 10:15:34</p>	<p>Euronext Star Milan</p>
---	--	----------------------------

Societa' : AMPLIFON

Utenza - referente : AMPLIFONN02 - Galli Gabriele

Tipologia : REGEM

Data/Ora Ricezione : 31 Marzo 2026 10:15:34

Data/Ora Inizio Diffusione : 31 Marzo 2026 10:15:34

Oggetto : AMPLIFON INVESTS IN AUDIOLOGICAL
RESEARCH AND INNOVATION WITH THE
APPOINTMENT OF DR. NICHOLAS REED AS
VP AUDIOLOGY INNOVATION & RESEARCH

Testo del comunicato

Vedi allegato

PRESS RELEASE

AMPLIFON INVESTS IN AUDIOLOGICAL RESEARCH AND INNOVATION WITH THE APPOINTMENT OF DR. NICHOLAS REED AS VP AUDIOLOGY INNOVATION & RESEARCH

Dr. Reed is one of the world's most distinguished researchers in audiology and public health

Milan, Italy, March 31st, 2026 – Amplifon, the global leader in hearing care services, today announced the appointment of Dr. Nicholas Reed to the newly created role of Vice President of Audiology Innovation and Research. This strategic appointment reinforces Amplifon's commitment to setting the global gold standard in audiological protocols and pioneering the next generation of hearing health solutions.

In this global leadership position, Dr. Reed will oversee Amplifon's research initiatives and support the company's efforts in audiology and hearing health. His mandate includes strengthening strategic partnerships with the scientific community and prestigious academic institutions worldwide, ensuring that Amplifon remains at the intersection of clinical excellence and cutting-edge technology.

Dr. Reed joins Amplifon as one of the world's most distinguished researchers in audiology and public health. A graduate of Towson University with a PhD from Johns Hopkins University, he joins from the NYU Grossman School of Medicine, where he served as an Adjunct Associate Professor in the Department of Otolaryngology–Head and Neck Surgery. His pioneering work has bridged the gap between clinical audiology and population health. His research has highlighted the critical link between hearing loss and broader healthcare outcomes, including hospital readmission rates and healthcare costs.

Enrico Vita, CEO of Amplifon, commented: *"We are honored to welcome Dr. Nicholas Reed to our team. His reputation as a world-class researcher and his profound knowledge of hearing health make him the ideal person to lead our research initiatives in audiology. His appointment represents a significant investment by Amplifon in the future of hearing care: by integrating Dr. Reed's expertise in epidemiology and clinical audiology, we will further refine our protocols and make our services even more innovative, personalized, and effective, with the goal of improving the quality of life for millions of people worldwide."*

Dr. Nicholas Reed, Vice President of Audiology Innovation and Research, added: *"I have spent my career striving to ensure that research makes a tangible difference in people's lives. Joining Amplifon provides a unique global platform to scale that mission. I am excited to support the company's efforts in health innovation, fostering closer ties with the scientific community to ensure that every individual has access to the highest quality, evidence-based hearing care."*

Dr. Reed will be based at Amplifon Americas' headquarters in Minneapolis. In his global capacity, he will work in strict coordination with the Regulatory Affairs, Marketing, Technology and Innovation, and Retail Excellence functions at Amplifon's Global headquarters in Milan. This cross-functional collaboration is designed to ensure that clinical breakthroughs are seamlessly integrated into the company's technological and commercial roadmaps.

About Dr. Nicholas Reed

Dr. Nicholas Reed (AuD, PhD) is an internationally recognized audiology and public health researcher focused on the intersection of hearing loss, aging, and health care outcomes. Prior to joining Amplifon, he served as an Associate Professor in the Departments of Otolaryngology–Head & Neck Surgery and Population Health at NYU Grossman School of Medicine from 2024-2025 and as an Assistant Professor in the Departments of Otolaryngology–Head & Neck Surgery and Epidemiology at Johns Hopkins University Schools of Medicine and Public Health from 2016-2024.

Trained in clinical audiology (AuD, Towson University) and public health (PhD, Johns Hopkins University), his research on hearing loss and health outcomes, including cognitive decline and access to and utilization of health resources, resulted in over 200 publications and millions in grant funding.

He founded a first-of-its-kind audiology core focused on adding hearing measures to the largest epidemiologic aging studies worldwide, resulting in numerous first publications mapping hearing loss across previously unmeasured aging populations and over 80,000 hearing measures linked to important health outcomes for future researchers to leverage.

Dr. Reed is among the lead investigators of the ACHIEVE Study—a landmark study of the effect of hearing intervention on brain health in older adults. His clinical and research background led to the 2021 Early Career Research Award from the American Auditory Society and to his appointment to three United States National Academies of Sciences, Engineering, and Medicine consensus report committees.

Dr. Reed has been interviewed by many global news outlets (NYT, ABC News, NPR, CBS Sunday Morning), given hundreds of presentations, and co-authored the popular public-audience-focused book 'Hearing Loss for Dummies' with his longtime friend and mentor, Frank R. Lin.

About 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 more than 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 approximately €2.4 billion, operates through a network of approximately 10,000 specialized centers in 25 countries and 5 continents. For more information about the Group: <https://corporate.amplifon.com>

Investor Relations

Amplifon S.p.A.

Francesca Rambaudi

Tel +39 02 5747 2261

francesca.rambaudi@amplifon.com

Amanda Hart Giraldi

Tel +39 347 816 2888

amanda.giraldi@amplifon.com

Corporate Communication

Amplifon S.p.A.

Salvatore Ricco

Tel +39 335 770 9861

salvatore.ricco@amplifon.com

Dania Copertino

Tel +39 348 298 6209

dania.copertino@amplifon.com

Fine Comunicato n.0525-21-2026

Numero di Pagine: 4