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Testo del comunicato		

Vedi allegato.



PRESS RELEASE AMPLIFON: Initiates share buy-back program

Milan, April 30th, 2015. Amplifon S.p.A. announces the beginning of a share buyback program, previously authorized by the ShareholdersqMeeting of April 21, 2015.

The program, aimed at increasing treasury shares portfolio to service stock-based incentive plans, also provides the Company with a means to use the treasury shares, if necessary, as a form of payment in company acquisition transactions.

In accordance with the Shareholdersq Meeting resolution, the program provides for the purchase, on one or more occasions on a revolving basis, of a total number of shares which, together with the treasury shares already held, would amount to up to 10% of Amplifon S.p.A.**\$** share capital, always in compliance with regulation.

The shares may be purchased at a price not higher or lower by 10% than the stock price registered at the close of the trading session prior to each single purchase transaction.

The Shareholdersqauthorization to acquire treasury shares expires on October 20, 2016.

The buyback of treasury shares will be carried out in compliance with Regulations of Borsa Italiana S.p.A., pursuant to article 132 of Legislative Decree No. 58 of February 24th, 1998 and article 144-bis of Consob Regulation No. 11971 of May 14th, 1999.

As at todays date the Company owns a total of 7,550,000 treasury shares, corresponding to 3.359% of the Companys share capital, purchased on the market in accordance to the share buyback programs previously authorized by the Shareholders' Meetings held respectively on April 27, 2006 and April 16, 2014.

For more information, please contact:

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