

Bit Market Services

Informazione Regolamentata n. 0525-125-2015	Data/Ora Ricezione 18 Agosto 2015 08:30:59	MTA - Star
---	--	------------

Societa' : AMPLIFON

Identificativo : 62292

Informazione
Regolamentata

Nome utilizzatore : AMPLIFONNSS01 - Giorcelli

Tipologia : IROS 01

Data/Ora Ricezione : 18 Agosto 2015 08:30:59

Data/Ora Inizio : 18 Agosto 2015 08:46:00

Diffusione presunta

Oggetto : AMPLIFON ACQUIRES THIRTY STORES
IN GERMANY

Testo del comunicato

Vedi allegato.



AMPLIFON ACQUIRES THIRTY STORES IN GERMANY

WITH THE ACQUISITION ANNOUNCED TODAY, THE LEADING GROUP IN HEARING SOLUTIONS WORLDWIDE, CONSOLIDATES ITS PRESENCE IN THE GERMAN MARKET, BRINGING THE TOTAL NUMBER OF STORES MANAGED IN GERMANY TO 257. CEO FRANCO MOSCETTI: "WE HAVE, IN THIS WAY, TAKEN ANOTHER STEP ALONG OUR GROWTH PATH."

Milan, August 18th, 2015 – Today Amplifon, worldwide leader in the distribution and fitting of personalized hearing solutions, announced the purchase from a private party – through the subsidiary Amplifon Deutschland – of 30 stores spread out over five different *Länder* (regions) in northeastern Germany: Thuringia, Saxony, Saxony-Anhalt, Lower Saxony and Brandenburg.

The stores acquired, which in 2014 posted sales of slightly more than Euro 6 million, currently operate under the brands Hörgeräte Böckhoff, Wilhelm Böckhoff GmbH (27 stores), Steinmeier KG (2 stores) and Steinmeier Akustik und Optik GmbH (1 store). As a result of the acquisition, which will be effective from September 1st, the total number of stores managed by Amplifon in the German market will rise to 257.

"With the agreement signed in the past few days, we are taking another significant step to further pursue the Group's growth strategy, consolidating our market share in Germany, one of the most important markets in the world", Franco Moscetti, Amplifon's Chief Executive Officer commented. *"We are convinced that we will be able to develop ample synergies with the existing network, including in terms of marketing, and to further increase profitability in the German market".*

The transaction, which will be financed using Amplifon's available liquidity, will not have a significant impact on the Company's financial position. The acquisition is value-accretive in terms of EV/Ebitda and calls for a total investment of approximately Euro 10 million.

About Amplifon

Amplifon, listed on the STAR segment and the FTSE Italia Mid Cap Index of the Milan Stock Exchange, is the worldwide leader in the distribution and customization of hearing aids and related services. Through a network of 3,300 points of sale (comprising both indirect and direct channels), more than 2,600 service centers and 1,800 affiliates, Amplifon is active in Italy, France, the Netherlands, Germany, the UK, Ireland, Spain, Portugal, Switzerland, Belgium, Luxembourg, Hungary, Egypt, Turkey, Poland, Israel, U.S.A., Canada, Brazil, Australia, New Zealand, and India. Present in Germany since 2005, today Amplifon operates in this market with more than 700 employees and 227 stores. In 2015, Amplifon Deutschland received, for the second year in a row, the prestigious award "Deutschen Servicepreis" in the healthcare sector. The prize, based on the survey conducted in Germany by the Deutsche Institut für Service-Qualität (DISQ) on 26 companies active in the sector, is awarded to the companies that succeed in providing the best customer service.

Contacts:

Investor Relations:

Amplifon S.p.A.

Emilia Trudu

emilia.trudu@amplifon.com

T +39 02 57472454

www.amplifon.com

Media Relations:

Edelman Italia

Luciano Luffarelli

luciano.luffarelli@edelman.com

T +39 02 631161

M +39 335 1320467

Fine Comunicato n.0525-125

Numero di Pagine: 3