

COPY OF PROXY FORM GRANTING RIGHT TO PARTICIPATE IN THE SHAREHOLDERS' MEETING

With regard to the Ordinary Shareholders' meeting of **Amplifon S.p.A.** convened on **20 April 2017 at 10:00 a.m. CET**, in single call, at the company's registered office in Milan, Via Ripamonti n. 131/133, to discuss and resolve on the following:

Agenda

1. Approval of the Financial Statements as at December 31st, 2016; reports prepared by the Board of Directors, the Board of Statutory Auditors and the Independent Auditors; allocation of the earnings for the year; related and consequent resolutions. Consolidated Financial Statements as at December 31st, 2016 and the Report on Operations.
2. Directors' remuneration for FY 2017.
3. Remuneration Statement (art. 123-ter Legislative Decree 58/98 ("TUF") and art. 84-quater Issuers' Regulations).
4. Approval of a plan for the purchase and disposal of treasury shares pursuant to articles 2357 and 2357-ter of the Italian Civil Code, following revocation of the current plan; related and consequent resolutions.

I, the undersigned

Last and first name or company name _____

Born in (only if a private individual) _____ on _____

Tax ID no. _____ Telephone _____

Address or registered office _____

shareholder of **Amplifon S.p.A.** (hereinafter, also referred to as the "**Shareholder**"),

appoint

Last and first name or company name _____

Born in (only if a private individual) _____ on _____

Tax ID no. _____ Telephone _____

Address or registered office _____

who may be substituted by

Last and first name or company name _____

Born in (only if a private individual) _____ on _____

Tax ID no. _____ Telephone _____

Address or registered office _____

as my proxy agent to attend and vote all the shares for which I have voting rights at the Shareholders' Meeting.

Sincerely.

Signature of the Shareholder _____

Date and place in which the proxy was signed _____

In order to facilitate attendance in the Shareholders' Meeting, those entitled to attend are invited to send, as soon as possible, a copy of this proxy and all the relevant documents, including proof of signatory powers. In place of sending the original, the proxy agent may submit a copy of the proxy, attesting under his/her responsibility that the copy is a true copy and shall certify the delegate's identity. The documents, including this proxy, must be submitted to the Company via registered letter to the Company's registered office or via e-mail to the following certified e-mail address: segreteria.societaria@pec.amplifon.com.

INSTRUCTIONS FOR FILLING OUT THE PROXY FORM

In the event a Shareholder is unable to attend a Shareholders' Meeting, he/she may appoint a proxy agent to attend and vote on his/her behalf.

1. The proxy must be in writing, dated and signed, and the Shareholder, not third parties, must indicate the name of the proxy agent; furthermore, a valid form of identification of the delegate or delegates must be attached;
2. the proxy may be granted only for single shareholders' meetings, but valid also for subsequent calls, unless the proxy was granted as part of a:
 - (i) general power of attorney or
 - (ii) power of attorney granted by a company, association, foundation or other collective organization or entities to one of its employees;
3. in case of points 2 (i) and 2 (ii) above and each time the Shareholder is an Entity, a copy of the documentation granting powers of representation must be attached to the proxy and filed with the Company's records;
4. an Entity may grant a proxy solely to an employee or an external consultant;
5. the proxy may be granted also to a party who is not a Shareholder of Amplifon S.p.A.;
6. in the case of joint ownership of the shares, the proxy must be signed by all owners even if the proxy agent is him/herself a co-owner;
7. please note that if the delegate does not provide specific voting instructions to the proxy agent, the regulations relating to relevant holdings in listed issuers pursuant to Article 118, paragraph 1, lett. c) of CONSOB Regulations n. 11971/99 may be applied;
8. shareholders and their agents should bear in mind the provisions of art. 135-*decies* of Legislative Decree 58/1998 relating to the proxy agent's conflict of interest.

Shareholders are kindly requested to contact the Company for further information and/or any questions they might have.

INFORMATION PURSUANT TO ART. 13 OF LEGISLATIVE DECREE N. 196 OF 30 JUNE 2003 RELATING TO THE TREATMENT AND PROCESSING OF PERSONAL DATA

Amplifon S.p.A., with registered offices in Milan, Via Ripamonti n. 131/133 (“**Owner**” of the treatment), hereby informs you that the personal data provided will be used by the Company solely in order to proceed with the Shareholders’ Meeting and to fulfill any related legal obligations. If the information requested in the proxy form is not provided, the Proxy Agent will not be able to attend the Shareholders’ Meeting.

Your personal information will be gathered and stored on paper and/or electronic devices and processed solely for the purposes described herein and, at any rate, in accordance with Legislative Decree 196/2003. You are entitled, at any time, to exercise the rights provided for in art. 7 of Legislative Decree 196/2003 (including requesting to know how and which of your personal data are being treated and used, request that the same are updated, changed, eliminated or object to the treatment for legitimate reasons, know who is responsible for the treatment of your personal data) by contacting Amplifon’s Investor Relations office in Via Ripamonti n. 131/133 - Milan, including via e-mail by sending an e-mail to: ir@amplifon.com.

The personal information you provide may be used by authorized Company’s employees or external consultants in their capacity as Supervisors or Officers, for the purposes described herein.