



PRESS RELEASE

Amplifon S.p.A.: the Board of Directors has approved the Quarterly Financial Report as of September 30th, 2009.

The key performance indicators confirm the Group's growth trend.

- **Revenues: Euro 459.1 million, +1.0% (Euro 454.8 million at 30/09/2008).**
- **EBITDA: Euro 53.6 million, +17.2% (Euro 45.7 million at 30/09/2008).**
- **Net profit: Euro 13.1 million, +82.5% (Euro 7.2 million at 30/09/2008).**
- **Net debt: Euro 192.5 million (Euro 190.6 million at 31/12/2008).**
- **Free cash flow: Euro 14.5 million, +48.7% (Euro 9.7 million at 30/09/2008).**

Milan, November 6th, 2009 – Today the Board of Directors of Amplifon S.p.A., leader worldwide in the distribution and fitting of hearing aids and related services, approved the Quarterly Financial Report as of September 30th, 2009 in a meeting chaired by Anna Maria Formigini Holland.

MAIN ECONOMICAL AND FINANCIAL FIGURES						
(Euro millions)	First Nine Months		First Nine Months		% Var.	
	2009	% on net revenues	2008	% on net revenues		
Net revenues	459,1	100.0%	454,8	100,0%	1.0%	
EBITDA	53,6	11.7%	45,7	10,1%	17.2%	
EBITA	38,1	8.3%	30,6	6,7%	24.6%	
EBIT	31,8	6.9%	24,6	5,4%	29.5%	
Net income	13,1	2.8%	7,2	1,6%	82.5%	
Free cash flow	14,5		9,7			
(Euro millions)	09/30/2009		12/31/2008		% Var.	
Net financial position	192,5		190,6		1.0%	

The Group's Performance as of September 30th, 2009

In the third quarter the Group's key performance indicators showed growth with respect to the same period in the prior year, a trend which had already become evident in the first half of 2009.

The Group recorded signs of recovery in the United Kingdom, where there was a reversal of the trend in terms of sales growth (organic growth of +3.8% was reported in the third quarter) with a significant drop in operating losses in the United States which is reflected in the improved operating



profit (Euro 0.8 million of EBITDA were generated in the third quarter versus the break-even recorded in the same period of the prior year).

These results are even more significant in light of the current global market conditions which continue to show signs of weakness and instability as indicated by the average drop in GDP around 5% reported by all the industrialized economies.

Despite this scenario, the Amplifon Group recorded growth in the first nine months of the year both in terms of sales (+1.0%) and in terms of EBITDA (+17.2%) with respect to the same period of 2008.

These results were obtained thanks to the steps taken which helped the Group facing the difficult market more effectively, as well as to the defensive and relatively non-cyclical nature of the hearing aid sector.

Consolidated revenues from sales and services as of September 30th, 2009 rose by Euro 4.3 million to Euro 459.1 million, compared to Euro 454.8 million reported at September 30th, 2008.

EBITDA amounted to Euro 53.6 million, an increase of 17.2% with respect to Euro 45.7 million recorded in the same period of the prior year (+Euro 7.9 million).

The increase in EBITDA is attributable primarily to the contribution made by Continental Europe (+Euro 8.5 million, +17.8%) which benefited from the improved purchasing terms and conditions negotiated with suppliers in the prior months, which are attributable for Euro 3.9 million to additional one-off discounts, the capital gain of Euro 2.2 million from the sale of the "Service Italia" division to the Siemens Group and the contribution of the newly acquired Belgian company.

Of note is the substantial drop in operating losses recorded in the United Kingdom (Euro 0.8 million), which, net Amplivox which was sold in Fall 2008, is even more noticeable and equal to Euro 1.5 million.

Net profit reached Euro 13.1 million, an increase of 82.5% (+Euro 5.9 million) with respect to Euro 7.2 million recorded at September 30th, 2008.

This result benefited from the improved profitability described above and from a significant decrease in financial charges thanks to a drop in both interest rates and debt.

Net equity as of September 30th, 2009 amounted to Euro 192.4 million compared to Euro 184.2 million at December 31st, 2008.

Net debt as of September 30th, 2009 of Euro 192.5 million was largely in line with Euro 190.6 million recorded at December 31st, 2008. Net debt improved significantly with respect to September 30th, 2008 (-Euro 247.3 million) dropping by Euro 54.8 million.



It is important to highlight that the figure as of September 30th, 2009 includes Euro 16.2 million invested in acquisitions, Euro 15.4 million of which is attributable to the third quarter and was used primarily for the acquisition of Dialogue in Belgium, entirely financed by cash flow generated in the second quarter of 2009.

Free cash flow amounted to Euro 14.5 million, compared to Euro 9.7 million at September 30th, 2008.

Outlook for the coming months

In the short term the global market conditions point to what will continue to be a difficult scenario due to persistent signals of weakness and instability in all the markets where the Amplifon Group is active.

Amplifon's priorities continue to be further improvement of the operating efficiency, cost control and the pursuit of optimal market shares in order to maximize the Group's profitability.

The Group will also maintain its focus on optimal management of working capital.

In the United States the Group intends to improve profitability, which is picking up after the losses suffered in the last part of 2008, while also continuing to implement the restructuring plan developed for the commercial network of the subsidiary Sonus which calls for the conversion of directly operated points of sale into franchises, replicating the successful business model already adopted by *Miracle Ear*.

"We count on reporting growth at year-end 2009 and on confirming the positive results recorded in the first nine months of the year", Franco Moschetti, the Amplifon Group's Chief Executive Officer states.

"The positive results of the third quarter, obtained in a particularly difficult context and that include also a positive reversal of the trend in the United Kingdom and the United States, give us confidence and indicate that we have made the right choices."

In compliance with Article 154 bis of the "Uniform Financial Services Act" (Legislative Decree 58/1998), the Financial Reporting Officer Ugo Giorcelli declares that the accounting information reported in the present press release corresponds to the underlying documentary reports, books of account and accounting entries.



Amplifon, listed on the STAR segment and the FTSE Italia Mid Cap Index of the Milan Stock Exchange, is worldwide leader in the distribution and fitting of hearing aids and related services.

Through a network of over 3,000 points of sale and 3,500 service centres, Amplifon is active in Italy, the UK, France, Germany, the Netherlands, Belgium, Switzerland, Spain, Portugal, Hungary, Egypt and North America (USA and Canada).

Attachments: Income Statement, Balance Sheet, Reclassified Cash Flow Statement and the Amplifon Group's Sales by Area.

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PROFIT AND LOSS - AMPLIFON GROUP								
Euro (thousands)	First nine months 2009	% on net revenues	First nine months 2008	% on net revenues	III Quarter 2009	% on net revenues	III Quarter 2008	% on net revenues
Net revenues	459,121	100.0%	454,772	100.0%	145,627	100.0%	142,495	100.0%
COGS	(116,219)	-25.3%	(118,395)	-26.0%	(38,795)	-26.6%	(38,864)	-27.3%
Labor costs	(135,699)	-29.6%	(134,071)	-29.5%	(45,178)	-31.0%	(43,854)	-30.8%
Cost of services	(156,463)	-34.1%	(157,520)	-34.6%	(47,901)	-32.9%	(47,529)	-33.4%
Other operating revenues	3,431	0.7%	1,505	0.3%	315	0.2%	582	0.4%
Other operating costs	(589)	-0.1%	(574)	-0.1%	(167)	-0.1%	(262)	-0.2%
EBITDA	53,582	11.7%	45,717	10.1%	13,901	9.5%	12,568	8.8%
Operating depreciation and write-offs	(15,469)	-3.4%	(15,119)	-3.3%	(5,159)	-3.5%	(5,061)	-3.6%
EBITA	38,113	8.3%	30,598	6.7%	8,742	6.0%	7,507	5.3%
Cust.lists, trademarks, non comp.agr., goodwill & loc.rights amort. and write-offs	(6,325)	-1.4%	(6,044)	-1.3%	(2,247)	-1.5%	(1,899)	-1.3%
EBIT	31,788	6.9%	24,554	5.4%	6,495	4.5%	5,608	3.9%
Income, reval. & write down of fin. activities	207	0.0%	(597)	-0.1%	127	0.1%	(281)	-0.2%
Net financial expenses	(9,732)	-2.1%	(12,255)	-2.7%	(2,871)	-2.0%	(3,954)	-2.8%
Exchange differences and derivatives not designated as hedging instruments	(1,421)	-0.3%	(212)	0.0%	6	0.0%	230	0.2%
Net income before taxes	20,842	4.5%	11,490	2.5%	3,757	2.6%	1,603	1.1%
Current taxes	(10,111)	-2.2%	(7,644)	-1.7%	(3,169)	-2.2%	(1,313)	-0.9%
Deferred taxes	2,366	0.5%	3,519	0.8%	2,229	1.5%	1,220	0.9%
Net income Group and Minorities	13,097	2.9%	7,365	1.6%	2,817	1.9%	1,510	1.1%
Minority interests	17	0.0%	199	0.0%	22	0.0%	39	0.0%
Net income Group	13,080	2.8%	7,166	1.6%	2,795	1.9%	1,471	1.0%



BALANCE SHEET - AMPLIFON GROUP			
Euro (thousands)	09/30/2009	12/31/2008	Var.
Goodwill	248,290	240,622	7,668
Customer lists, non compete agreements, trademarks and location rights	53,961	50,070	3,891
Software charges, licenses, other int.ass., wip and advances	15,623	15,848	(225)
Tangible assets	59,488	56,358	3,130
Fixed financial assets	16,727	16,645	82
Other intangible assets	2,434	2,358	76
Total fixed assets	396,523	381,901	14,622
Inventories	37,094	39,850	(2,756)
Trade receivables	88,063	99,232	(11,169)
Other receivables	35,629	34,205	1,424
Current assets	160,786	173,287	(12,501)
Total assets	557,309	555,188	2,121
Trade payables	(74,127)	(88,902)	14,775
Other payables	(90,402)	(89,945)	(457)
Provisions for risks (current portion)	(677)	(640)	(37)
Short term liabilities	(165,206)	(179,487)	14,281
Working capital	(4,420)	(6,200)	1,780
Derivative instruments	(9,944)	(5,056)	(4,888)
Deferred tax assets	63,892	61,132	2,760
Deferred tax liabilities and tax payables	(28,915)	(26,709)	(2,206)
Provisions for risks (non current portion)	(23,925)	(21,145)	(2,780)
Employee benefits	(8,336)	(9,098)	762
Other long term payables	(10)	(11)	1
NET INVESTED CAPITAL	384,865	374,814	10,051
Shareholders' equity	191,931	183,754	8,177
Third parties' equity	451	446	5
Net equity	192,382	184,200	8,182
Long term net financial debt	178,254	218,104	(39,850)
Short term net financial debt	14,229	(27,490)	41,719
Total net financial debt	192,483	190,614	1,869
FINANCIAL DEBT AND NET EQUITY	384,865	374,814	10,051



CASH FLOW STATEMENT - AMPLIFON GROUP		
(Euro thousands)	First nine months 2009	First nine months 2008
EBIT	31,788	24,554
Cash Flow provided by (used in) operating activities	28,943	25,184
Cash Flow provided by (used in) operating investing activities	(14,476)	(15,458)
Free Cash Flow	14,467	9,726
Cash Flow provided by (used in) acquisitions	(16,176)	(6,433)
Cash Flow provided by (used in) securities	1,030	(164)
Cash Flow provided by (used in) investing activities	(29,622)	(22,055)
Cash Flow provided by (used in) operating activities and investing activities	(679)	3,129
Changes in shareholders' equity	-	-7,249
Changes in loans	(1,016)	(2,202)
Net Cash Flow from the period	(1,695)	(6,322)
Net Financial Indebtness as of period opening date	-190,614	-240,782
Effect of activity disposal and exchange rate fluctuations on financial position	(174)	(157)
Change in net financial position	(1,695)	(6,322)
Net Financial Indebtness as of period closing date	(192,483)	(247,261)



NET REVENUES BY GEOGRAPHIC AREA - AMPLIFON GROUP							
Euro (thousands)	First nine months 2009	%	First nine months 2008	%	Variation	% Variation	Exch. rates effects (i)
Italy	127,285	27.7%	131,155	28.8%	(3,870)	-3.0%	
France	65,558	14.3%	64,425	14.2%	1,133	1.8%	
The Netherlands	59,338	12.9%	54,462	12.0%	4,876	9.0%	
Germany	29,257	6.4%	30,940	6.8%	(1,683)	-5.4%	
Spain & Portugal	22,249	4.8%	22,641	5.0%	(392)	-1.7%	
Switzerland	22,408	4.9%	19,922	4.4%	2,486	12.5%	1,331
Belgium	3,925	0.9%	-	-	3,925		
Hungary	2,263	0.5%	1,868	0.4%	395	21.1%	(329)
Elimination	(129)	0.0%	(250)	-0.1%	121	-48.4%	
Total Continental Europe	332,154	72.3%	325,163	71.5%	6,991	2.1%	1,002
United Kingdom & Ireland	26,974	5.9%	36,092	7.9%	(9,118)	-25.3%	(3,472)
United Kingdom & Ireland	26,974	5.9%	36,092	7.9%	(9,118)	-25.3%	(3,472)
USA & Canada	98,942	21.6%	92,760	20.4%	6,182	6.7%	9,766
Total America	98,942	21.6%	92,760	20.4%	6,182	6.7%	9,766
Egypt	1,059	0.2%	786	0.2%	273	34.7%	78
Total Africa	1,059	0.2%	786	0.2%	273	34.7%	78
Elimination	(8)	0.0%	(29)	0.0%	21	-72.4%	
Total	459,121	100.0%	454,772	100.0%	4,349	1.0%	7,374