

## PRESS NOTE

### **CHARLES HOLLAND AWARD: IN MILAN, AMPLIFON AWARDS THE WORLD'S BEST STORES**

Milan, April 8<sup>th</sup>, 2024 - On Saturday, April 6<sup>th</sup>, **Amplifon's Charles Holland Award** 2023 edition ceremony took place in Milan. The award, named in memory of the company's founder, is given each year by Amplifon to its stores around the world which have distinguished themselves for their performance and alignment with corporate values, in particular *customer devotion* and the quality of service to people.

**Around 50 stores in the EMEA region (Europe, Middle East and Africa) and America** were awarded, while **an Asia Pacific edition** will be held in **Indonesia** in mid-April. Stores from fifteen countries received awards: Italy, Spain, France, Germany, Belgium, Netherlands, Israel, Switzerland, Portugal, United Kingdom, Poland, Hungary, United States (both franchisees and direct stores), Canada and Ecuador.

The award ceremony was attended by the company's top management, including **Chairperson Susan Carol Holland** and **CEO Enrico Vita**. "*Our hearing care professionals and store staff are an inspiration to the entire company, as they play an essential role in ensuring that those who come to us have the best possible experience*" said **CEO Enrico Vita**, noting that last year Amplifon assisted around 1 million people worldwide.

Founded in 1950, Amplifon is the world's leading company in hearing care services and solutions. It operates in 26 countries with 9,700 specialised centres and over 20,000 employees and collaborators. In 2023 the company had a turnover of over **2.2 billion euros**.

For more information about the Group, please visit: <https://corporate.amplifon.com>.

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