

THE AMPLIFON FOUNDATION BRINGS ITS "CIAO!" PROJECT TO FRANCE FOR THE SOCIAL INCLUSION OF THE ELDERLY

The Amplifon Group charity launches its symbol-initiative in Paris, which already impacts around 25,000 people in more than 250 facilities worldwide, including Italy, Portugal and Australia

Milan, Oct. 1, 2024 – The **Amplifon Foundation** once again expands abroad as it arrives in **France**. Today, in Paris, the Amplifon Group charity is inaugurating the social inclusion activities of the "**Ciao!**" project, which aims to bring together 240 guests from three facilities of the association **Notre Dame du Bon Secours** with entertainment and social events. With more than a century of history, Notre Dame du Bon Secours is a charitable organization that cares for more than 1,000 people in need of assistance, including elderly people at risk of loneliness or lacking independence, people with disabilities, and children with neurological problems.

"With this initiative," commented **Susan Carol Holland, President of the Amplifon Foundation**, "we are continuing the internationalization of our Foundation, in line with Amplifon's DNA, by bringing our social projects to one of the countries where our Group is most present. We are very proud to promote the social inclusion of the elderly in France and to enable local Amplifon Group employees to make a positive impact on people's lives through volunteering."

"We decided to launch the "Ciao!" project in France because of the success we had first in Italy, where in just over four years we impacted about 250 homes throughout the country and about 25,000 elderly people, and then in Portugal and Australia. This initiative, which is open to all institutions that wish to participate, demonstrates how, thanks to the virtuous combination of new technologies and creativity, we can create new opportunities for relationships and social inclusion, especially for those who live in nursing homes," explains **Maria Cristina Ferradini, Amplifon Foundation's Managing Director**.

The Amplifon Foundation was created in early 2020 on the 70th anniversary of the Amplifon Group, the world leader in hearing care services and solutions, to enable people to reach their full potential in life, with special attention to the elderly at risk of marginalization.

In the same year, the "Ciao!" project was launched to combat the isolation experienced by residents of nursing homes during the pandemic by facilitating relationships with families and opportunities for entertainment and recreation. The initiative enables nursing homes to equip themselves with the best video connectivity technologies on the market to enable a full and emotional relationship between the elderly and their families, and to foster new opportunities for active participation through recreational activities such as theater, music, yoga, virtual travel, and more.

The first activities to be launched in the French RSAs of the Association Notre Dame du Bon Secours will be yoga and virtual travel. The screens will also be used for communication between residents and their families, referring to communities or other institutions.

In France, Amplifon is the leading network dedicated exclusively to hearing care, with 760 audiology centers and more than 1,600 employees. The group's headquarters in France are located in the city of Paris.

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