



Amplifon Germany GmbH
Headquarter
Normannenweg 30
D-20537 Hamburg



Press-Release: «New Market Director joins Amplifon Germany» Robert Leitl leaves Fielmann after 13 years

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Amplifon S.p.A., an Italian multinational company with its head office in Milan today announces the appointment of Robert Leitl as new General Manager for Amplifon Germany and Amplifon Hungary. Prior of joining Amplifon, Robert Leitl was responsible as sales director for the national and international business-activities of Fielmann – the biggest European optical retailing chain. Robert Leitl now will be responsible for the further extension of our network in Germany as well as the strategic and operative leadership of our entities in Germany and Hungary.

With its entry into the German market in April 2005 Amplifon started a unique success story in the German hearing aid industry. Through numerous acquisitions as well as own openings Amplifon – with its more than 150 outlets all over Germany – today is one of the leading suppliers in Germany in the fitting of hearing devices and in providing services for the hard of hearing. Amplifon is the number three in the German market.

Approximately 15 million people in Germany are suffering from hearing impairment whereas only 2, 5 million of these are wearing hearing devices. As hearing impairment is developing slow and often unnoticed, many people are only realizing pretty late that they suffer from hearing losses.

With Robert Leitl as Market Director in the German and Hungarian market Amplifon shows a strong signal to underline the Groups worldwide strategy which is focused on further growth.

Please find further information under. www.amplifon.com

Contact person Germany:

H.-P. Weihmann, Chief Marketing Officer Germany

Phone: +49 40 694 54 40 13

E-Mail: hp.weihmann@amplifon.com