



ANNY DUPEREY

AUDIKA GROUP'S NEW BRAND AMBASSADOR



About Audika:

With more than 460 centers in 91 different regions, Audika is the number one network offering hearing correction consulting and solutions in France. The Group has also been present in Belgium since 2013 (four centers). Positioned on the market for hearing correction solutions for senior citizens, Audika aims to consolidate its leadership in a sector that remains very highly fragmented. Audika is listed on Euronext Paris, Segment C.

Audika Group will publish its revenues for the second quarter of 2014 on July 21, 2014 after market close.

If you would like to receive free financial information on Audika by e-mail, go to: www.actusnews.com

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Reuters DIKA.PA
Bloomberg ADI:FP
Number of shares:
9,450,000

Audika contact:
Alain Tonnard /
Etienne Sirand-Pugnet
at +33 (0) 1 55 37 30 30

Actus Finance contact:
Guillaume Le Floch
at +33 (0) 1 72 74 82 25

Audika Group is pleased to announce that Anny Duperey will be the Group's new brand ambassador starting in the second half of 2014. An accomplished artist, Anny Duperey is well known among the seniors demographic for her roles in cinema, theater and television, particularly in the TV series *Une famille formidable*. She takes over the role from Robert Hossein, who successfully represented the Group's image over the past six years (from 2008).

One of the most popular celebrities among the senior demographic—both male and female—Anny Duperey is known for having a close relationship with her fans and is a well-liked and trusted figure. Aware of the risks of withdrawal and isolation associated with hearing difficulties, Anny Duperey has agreed to lend her image in support of Audika, the hearing correction leader which has led efforts to reduce the stigma of wearing a hearing aid for more than 35 years.

Anny Duperey will be the brand ambassador for the new marketing campaign set for launch in September, featuring the actress in three new videos accompanied by a comprehensive advertising platform. This campaign will add momentum to the Group's communications efforts and support its growth in an industry that remains highly competitive.