

press release

OTOFARMA JOINS RAI 1'S "VISTA MARE": INFORMATION, PREVENTION AND TELEMEDICINE AT THE HEART OF THE STORY

The Group chooses public television as a tool to raise awareness and promote education on hearing health and healthcare innovation

Through its dedicated segment "Senti il Mare", Otofarma will focus on hearing health, prevention and innovation in healthcare services

Naples, July 24, 2026 – **Otofarma Group** – with more than 30 years of experience in the hearing care sector and a leader in the production of hearing aids distributed primarily through the pharmacy channel – will feature in **"Vista Mare"**, the **Rai 1** programme hosted by **Federico Quaranta**, through its dedicated segment **"Senti il Mare"**, focused on hearing health, prevention and digital innovation in healthcare. The programme explores Italy's territories through culture, traditions, wellbeing and quality of life.

Broadcast every Saturday between **12:30 pm and 1:30 pm**, the programme will host the Group for a series of **five episodes**, airing from **25 July to 29 August**. Each segment, lasting approximately five minutes, will address topics related to hearing health and prevention, with particular attention to hearing issues that may arise during the summer season, the importance of early diagnosis, Otofarma's social initiatives, and the opportunities offered by telemedicine and tele-audiology to expand access to specialist healthcare services.

The interviews will feature **Dr Giovanna Incarnato Bartolomucci**, **Dr Enrico Bartolomucci**, and **Dr Gennaro Bartolomucci**, Chairman and Chief Executive Officer of Otofarma. They will discuss the Group's long-standing experience in hearing care and the innovation journey that has enabled Otofarma to develop advanced tele-audiology and remote assistance solutions.

Participation in *Vista Mare* through the *Senti il Mare* segment forms part of the company's broader commitment to promoting greater awareness of health and prevention issues, encouraging accurate information and making healthcare and social-interest content accessible to the general public.

*"Hearing health is a matter of significant social importance that requires constant information and awareness-raising efforts. In this context, public service broadcasting continues to play a fundamental role in fostering greater understanding of issues that have a tangible impact on people's quality of life," said **Gennaro Bartolomucci, Chairman and Chief Executive Officer of Otofarma**. "Our participation in Vista Mare offers us the opportunity to contribute to this mission by highlighting for a broad audience the importance of prevention and early diagnosis of hearing disorders, as well as the opportunities provided by technological innovation and telemedicine to make healthcare services increasingly accessible and close to citizens."*

For Otofarma, this initiative confirms the value of communications focused on education and public awareness, capable of reaching diverse audiences and helping to promote a stronger culture of prevention around healthcare issues with significant social impact.

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About Otofarma SpA

Otofarma Group is a leader in the design, production, and distribution of customized hearing aids through pharmacies. Its reputation is built on technological innovation and continuous research, offering advanced audiological solutions at a guaranteed democratic price, with the goal of making hearing care more accessible and widespread.

Pioneering in telemedicine, Otofarma was the first company in Europe to introduce specialist tele-audiology services in pharmacies, today available under Otofarma brand in more 4,000 partner pharmacies, making access to diagnosis and personalized devices easier.

Founded by Gennaro Bartolomucci, now Chairman, and led by CEO Giovanna Incarnato Bartolomucci, the company holds six patents for its proprietary software and instruments. Its devices and services are distributed exclusively through partner pharmacies, ensuring a controlled, quality-focused business model.

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