Press release

Otofarma: the subsidiary Odiens signs a partnership with the Free Optik Group to bring audiological services into the optical channel

The agreement is aimed at progressively expanding the Odiens network through the involvement of opticians belonging to the Free Optik network (about 175 retail points), promoting a greater diffusion of hearing prevention and care services supported by teleaudiology

Naples, 16th September 2026 – **Otofarma S.p.A.** ("Otofarma" or the "Company"), a Group active in the design, production and marketing of hearing aids and in the development of teleaudiology services, listed on the Euronext Growth Milan market of the Italian Stock Exchange, announces that its subsidiary **Odiens S.r.l.**, a company through which the Group develops its presence in the optical channel, has signed a commercial collaboration agreement with **Gruppo Free Optik Soc. Coop. Arl**.

The initiative aims to encourage a progressive extension of the network throughout the Country, involving the approximately 175 opticians belonging to the Free Optik network interested in joining the project.

Under the agreement, Odiens will support the development of the initiative through a structured model that includes training, technological equipment and operational support activities. Participating opticians will be able to integrate services dedicated to hearing prevention and treatment into their stores, benefiting from the audiological skills and tools developed by Odiens.

The project includes a complete path that includes **staff training, operational support, technological devices, dedicated software and equipment for screening and audiological assistance**, with the aim of making specialized services increasingly accessible through a widespread network of proximity points.

The Odiens model, in fact, makes it possible to integrate within the optical store a path dedicated to hearing health that starts with awareness and screening and can continue, where necessary, with specialized services in teleaudiology, audiometric examination and identification of the most appropriate hearing solution.

The collaboration with the Free Optik Group represents a further step in the development of the Odiens project and in Otofarma's strategy aimed at expanding its presence in the optical channel, complementary to the historic presence of the pharmacy channel, and at creating a progressively more widespread distribution network, leveraging telemedicine and the standardization of processes to make the service replicable at a growing number of stores.

The partnership is part of a market characterized by significant development potential. In Italy, the hearing aid sector is worth about **900 million euros per year**. Over **7 million people, or 12.4% of the population, live with hearing loss**, while only 40% of those who have experienced hearing loss use a hearing aid.

In this context, the spread of proximity services and models supported by teleaudiology can contribute to expanding access to prevention and hearing solutions, intercepting a demand that is still partly unexpressed.

Gennaro Bartolomucci, Chairman and CEO of Otofarma, said: *"The partnership signed by Odiens with the Free Optik Group represents a further step in the development of our presence in the optical channel. Through Odiens we are building a structured and replicable model, based on the integration of territorial presence, technology, teleaudiology and specialist skills. The goal is to progressively expand the network, facilitating access to hearing services and at the same time creating new development opportunities for member opticians. This collaboration is fully part of the Group's growth path and Otofarma's strategy of diversifying its distribution channels."*

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The Otofarma SpA Group is a leader in the design, production and marketing of customized hearing aids in the Pharmacy channel. It has built its reputation on technological innovation and continuous research, offering advanced audiological solutions at a guaranteed democratic price, with the aim of making access to hearing care more equitable and widespread.
A pioneer in telemedicine, Otofarma was the first company in Europe to introduce specialist teleaudiology in pharmacies: today it directly manages this service in over 4,000 affiliated pharmacies, facilitating access to diagnosis and personalisation of prostheses.
Founded by Gennaro Bartolomucci, today President and CEO, the company holds IT and instrumental patents. Its devices and services are distributed exclusively through partner pharmacies, guaranteeing a controlled and quality-oriented model.

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