C/2026/5268

9.10.2026

Prior notification of a concentration

(Case M.12475 – AMPLIFON / GN HEARING)

(Text with EEA relevance)

(C/2026/5268)

1. On 1 October 2026, the Commission received notification of a proposed concentration pursuant to Article 4 of Council Regulation (EC) No 139/2004 ([1]).

This notification concerns the following undertakings:

— Amplifon S.p.A. ('Amplifon', Italy), ultimately solely controlled by Ms. Susan Carol Holland,

— GN Hearing A/S ('GN Hearing', Denmark), solely controlled by GN Store Nord A/S.

Amplifon will acquire within the meaning of Article 3(1)(b) of the Merger Regulation sole control of GN Hearing.

The concentration is accomplished by way of purchase of shares.

2. The business activities of the undertakings concerned are the following:

— Amplifon specialises at worldwide level in the retail distribution, fitting and personalisation of hearing aids and related hearing care services,

— GN Hearing is a global manufacturer and wholesale distributor of hearing aids, with sales, mostly outside the EEA, in over 100 countries around the world under proprietary brands.

3. On preliminary examination, the Commission finds that the notified transaction could fall within the scope of the Merger Regulation. However, the final decision on this point is reserved.

4. The Commission invites interested third parties to submit their possible observations on the proposed concentration to the Commission.

Observations must reach the Commission not later than 10 days following the date of this publication. The following reference should always be specified:

M.12475 – AMPLIFON / GN HEARING

Observations can be sent to the Commission by email or by post. Please use the contact details below:

Email: COMP-MERGER-REGISTRY@ec.europa.eu

Postal address:

European Commission
Directorate-General for Competition
Merger Registry
1049 Bruxelles/Brussel
BELGIQUE/BELGIË

([1]) OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation').