

POWERSOFT EXPANDS ITS INTERNATIONAL TEAM WITH THE APPOINTMENT OF THREE NEW SALES MANAGERS FOR LATIN AMERICA, CANADA AND EUROPE

HERNÁN DOMÍNGUEZ, JUAN MORENO AND ONDREJ SEDLACEK JOIN THE SALES TEAM TO STRENGTHEN THE COMPANY'S PRESENCE IN MARKETS WHERE IT HAS PREVIOUSLY HAD A MORE LIMITED FOOTPRINT

Scandicci (Florence), 14 October 2026 – Powersoft S.p.A. (“Powersoft”), the parent company of a global technology group (the “Powersoft Group”) operating in the professional audio systems sector and listed on Euronext Growth Milan, announces the appointment of three new professionals to its international sales network. The appointments cover Latin America, Canada, Central and Eastern Europe, and the Nordic countries, reaffirming the company’s commitment to ensuring a direct, highly qualified presence in international markets where it has previously had a more limited footprint.

The three new hires form part of Powersoft’s international expansion strategy, as the company continues to invest in high-calibre professionals to strengthen its presence in markets with the greatest growth potential and further develop its positioning as a technology partner capable of delivering complete solutions, from signal processing and software to remote system monitoring and management.

Hernán Domínguez takes on the role of Americas Distribution Sales Regional Manager and will report to Fabrizio Bolzoni, Distribution Sales Manager. Based in Mexico City, he will lead the Group’s sales and distribution strategy in Latin America and Canada, aligning it with Powersoft’s objectives. He will be responsible for developing the network of distributors, resellers and system integrators, managing key accounts, and building relationships with integrators, consultants, rental companies and designers. A significant part of his role will involve opening up new business opportunities and vertical markets, increasing brand visibility through targeted initiatives such as training, product demonstrations and technical events, and introducing shared sales methodologies and KPIs across the region. Domínguez brings extensive experience in the Latin American professional audio market, gained in particular during nearly ten years at Sennheiser, where he supported business development first in South America and later in Mexico, Central America and the Caribbean, with a focus on the corporate, higher education and public sectors.

Also in Latin America, Juan Moreno joins Powersoft as South America Distribution Sales Area Manager. With more than 15 years of industry experience gained at Shure and Sennheiser, Moreno has built distribution networks and long-term relationships with partners across the region. At Shure, he supported major international events including the Viña del Mar Festival, Lollapalooza and the Latin Grammy Awards, while at Sennheiser he drove sales growth in markets where the brand had a limited presence. In his new role, he will work alongside distributors to identify new business opportunities in live entertainment, fixed installations, hospitality, sports venues and corporate AV,

with a particular focus on technical training and engagement with consultants, integrators and end users.

In Europe, Ondrej Sedlacek has been appointed Central, East Europe and Nordics Distribution Sales Area Manager. With more than thirty years of experience in the professional AV industry spanning product management, technical support and international sales, Sedlacek spent nearly a decade as Regional Manager for the Nordic countries and Central and Eastern Europe at Biamp Systems, where he was responsible for 33 countries. He has also held roles at CUE, AV Media Systems and, most recently, Simpleway. Over the course of his career, he has developed business in more than 80 countries, tripled revenue in under five years, opened more than 20 new sales channels, and managed major enterprise customers including Volkswagen Group, Schaeffler, Nestlé and PVH. At Powersoft, he will be responsible for developing the distribution network across the region, with a particular focus on the fixed-installation market in the corporate, hospitality, education and transportation sectors.

Luca Giorgi, Sales Director at Powersoft, commented: *“The appointment of Hernán Domínguez, Juan Moreno and Ondrej Sedlacek represents a strategic investment in Powersoft’s international growth. Their experience and first-hand knowledge of their respective markets will enable us to capture new opportunities in Latin America, Canada, Central and Eastern Europe, and the Nordic countries—regions with attractive prospects, particularly in the fixed-installation and major-events segments. In these contexts, it is essential to build relationships with integrators, consultants and designers from the earliest stages of project development, while showcasing the breadth of our offering. The expertise and network of relationships they bring will be important assets in supporting our distribution partners and further expanding Powersoft’s presence in these markets.”*

Powersoft is thus continuing to build an increasingly extensive international sales network, capable of responding quickly to the needs of partners and customers in a constantly evolving market.

This press release is available in the Investor Relations / Corporate and Financial Press Releases section of the website www.powersoft.com.

ABOUT POWERSOFT:

Powersoft S.p.A. is a group operating in the professional audio industry, specializing in high-efficiency amplification, signal processing, and transducer technologies. Founded in 1995 in Scandicci (Florence), the Group has recently strengthened its position in the sector with the acquisition of K-array, an Italian leader in innovative loudspeaker systems. This move highlights Powersoft’s commitment to innovation, proprietary technological know-how, and excellence in Made in Italy.

With a total workforce of over 280 employees worldwide, the Powersoft Group operates across major international markets through its U.S. subsidiary, representative offices in Asia, and an extensive network of multi-brand distributors. All Research and Development activities are carried out in Italy, ensuring continuous innovation, helping define new sound standards, and meeting the needs of a constantly evolving global market.

For more information

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