

POWERSOFT MOVES ITS AMERICAN HEADQUARTERS TO NEW JERSEY

POWERSOFT STRENGTHENS ITS PRESENCE IN ONE OF THE STRATEGIC TERRITORIES FOR BUSINESS GROWTH

Scandicci (Firenze), 27 January 2022 – Powersoft S.p.A. (the “**Company**” o “**Powersoft**”), world technology leader in audio amplification systems, signal processing and transduction systems for the pro-audio sector, listed on Euronext Growth Milan, continues its international growth strategy with the relocation of its U.S. headquarters to a larger office in Flanders, New Jersey.

In conjunction with the relocation of the office to Flanders, Sara Schiffler, a high standing professional with over 20 years of experience in the AV (audio visual) industry, has been appointed Business Development Manager for the American area. She will be in charge of developing new business opportunities, not only making the Powersoft brand known as an amplifier manufacturer, but also as a provider of audio solutions throughout the US.

By hiring Sara Schiffler, in addition to the recent appointment in August of Akira Mochimaru as Global Marketing Director, the strengthening of the management structure continues in order to respond effectively and punctually to market demands.

Luca Lastrucci, CEO of Powersoft, commented: *"The new office in New Jersey is part of the Powersoft strategic plan, and allows a greater involvement of customers and suppliers, thanks to the creation of offices and spaces for courses and workshops. With Sara Schiffler, the team has been enriched with additional potential and her experience will be of great value for Powersoft's further growth in the US territory."*

Tom Knesel, General Manager of Powersoft U.S. said: *"I am excited to be able to work with Sara Schiffler and I look forward to further development of our business in America. With the arrival of Sara and the relocation of the office, Powersoft is in a unique position to expand its reputation and provide the best support to customers."*

Sara Schiffler commented: *"Tom Knesel was looking for someone with experience in integration and live sound. We knew each other because we worked together in the past, I respect him and I believe in him. I've always admired the Powersoft brand for the reputation and respect it has gained in the marketplace, and it's a real pleasure to see how the different departments support each other, sharing goals and passion."*

This press release is available at www.powersoft.com (Investor Relations section).

ABOUT POWERSOFT:

Powersoft S.p.A. was founded in 1995 by two brothers, Luca and Claudio Lastrucci and Antonio Peruch, it is based in Scandicci (Florence) and it is a world technology leader in audio amplification, signal processing and transduction systems for the pro-audio sector. The Group's business is mainly focused on light power amplifiers with high efficiency and audio quality, which are offered to domestic and international customers. Distribution in the North American market (U.S.A.) is through Powersoft Advanced Technologies Corp., currently a wholly owned subsidiary, while the distribution in other markets (South America, Asia, Europe and the Rest of the World) is handled through a network of multi-brand distributors and managerial relationships. The Group currently employs over 110 highly qualified resources and has a worldwide sales network. Research and Development activities are carried out directly within the Group, while production uses both its own internal production lines and highly selected suppliers operating in Italy and abroad.

For further information

Investor Relation

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