



POWERSOFT STRENGTHENS PRESENCE IN JAPAN WITH THE OPENING OF A REPRESENTATIVE OFFICE

HARUKA MURAYAMA APPOINTED MARKET DEVELOPMENT MANAGER

THE GROUP HAS A DIRECT PRESENCE IN JAPAN WITH THE GOAL OF ACCELERATING ITS EXPANSION INTO THE JAPANESE MARKET AND ASIA PACIFIC GEOGRAPHIES IN GENERAL

Scandicci (Florence), 27 July 2023 - Powersoft S.p.A. (the "**Company**" or "**Powersoft**"), head of a global technology group in audio amplification systems, signal processing and transduction systems for the pro-audio sector and listed on Euronext Growth Milan, announces the strengthening of its presence in Japan through the opening of a representative office, whose aim is to **increase and accelerate commercial penetration in Japan**, viewed as one of the strategic markets with the greatest growth potential.

The **new Japanese office** is based in **Tokyo** and joins the Italian headquarters in Scandicci, the operating office in the USA and the representative office in China. The new office will be headed by **Akira Mochimaru**, Product Marketing Director of the group, with the support of newly-hired **Haruka Murayama**, Market Development Manager, a professional of high standing with international experience in sales responsibility for the Japanese branch of Bose Professional.

The development in Japan is part of the **Group's growth path** as it continues to invest by increasing its presence globally, with a focus on the European, American and Asian markets. The new representative office will ensure a direct connection to the market, with more effective management of customer feedback and requests to provide better products and services in a very demanding market. Haruka Murayama's expertise will be essential to meet the "unique" challenge of growing the business in Japan, where the company's amplifiers are already a benchmark for tours and installations due to their performance and functionality.

*"I am confident in promoting our products because Powersoft is known for its high quality and innovation, which customers appreciate," said **Haruka Murayama**. "I am ready to take on the challenge of growing Powersoft's business in Japan, where the company's amplifiers are already considered the benchmark for tours and installations."*

*"Powersoft views Japan as a very strategic market where we have the most potential for growth. For this reason, we have decided to set up a representative office with Akira Mochimaru; the recent appointment of Haruka means that through local people we will generate extra demand through local relationships," stated **Luca Giorgi**, Powersoft's Sales director.*

*"Powersoft's growth in the APAC region is a concrete investment aimed at taking advantage of the many opportunities that the Asia-Pacific market is developing and intensifying business activities, offering our portfolio of unique and innovative solutions and products, and adding a further piece to our international growth and development plan" commented **Luca Lastrucci**, CEO of Powersoft.*

This press release is available at www.powersoft.com.

ABOUT POWERSOFT:

Powersoft S.p.A. was founded in 1995 by two brothers Luca and Claudio Lastrucci and Antonio Peruch, is based in Scandicci (Florence) and is a world technology leader in audio amplification, signal processing and transduction systems for the pro-audio sector. The Group's business is mainly in light power amplifiers with high efficiency and audio quality, which are offered to a domestic and international clientele. Distribution in the North American market (U.S.A.) is through the company Powersoft Advanced Technologies Corp., currently a 100% subsidiary, while marketing in the other markets (South America, Asia, Europe and the Rest of the World) is managed by a network of multi-brand distributors and through management relationships. The Group currently employs more than 110 highly qualified resources and has a worldwide sales network. Research and Development activities are carried out directly within the Group, while production relies both on its own internal production lines and on highly selected suppliers operating in Italy and abroad.

For further information

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