

## POWERSOFT STRENGTHENS ITS PRESENCE IN THE CHINESE MARKET

### POWERSOFT EXPANDS ITS TEAM IN CHINA BY HIRING MIAO WANG AS SOLUTION ENGINEER AND RELOCATES CHINESE REPRESENTATIVE OFFICE TO BEIJING TO PROVIDE MORE COMPREHENSIVE RESPONSE TO MARKET DEMANDS

Scandicci (Florence), 07 August 2023 - Powersoft S.p.A. (the "**Company**" or "**Powersoft**"), head of a worldwide technology group in audio amplification, signal processing and transduction systems for the pro-audio industry and listed on Euronext Growth Milan, announces the **strengthening of its team** in China **with the hiring of Miao Wang** as Solution Engineer, and the relocation to the new office in **Beijing**.

The addition of Miao Wang, who will report directly to Abby Hu, Powersoft's Chief Representative Officer since 2021, and who comes from Yamaha Professional Audio, aims to grow the Group in China through market exploration, as well as to develop new business relationships.

In parallel, the **relocation of the representative office from Shenzhen to Beijing** confirms the Group's specific choice to **further consolidate its organisation in the People's Republic of China** and give a more comprehensive response to market demands.

*"I'm looking forward to contributing my experience and knowledge of professional audio and thus showing how Powersoft products can offer the most suitable solutions for the Chinese market," explained Miao Wang. "I'm excited to work with my new colleagues to meet the needs of a growing market and offer the best support to our customers".*

*"Powersoft is growing in China, and the recent relocation of the representative office in Beijing along with the strengthening of the team is a strong sign that consolidates the Group's growing ambitions in the important Chinese market, a complex but strategic market that shows great potential for business development globally. We are confident that we will continue to achieve important results, thanks to our expertise and innovative, quality solutions," commented Luca Lastrucci, CEO of Powersoft.*

This press release is available at [www.powersoft.com](http://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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