

## POWERSOFT ANNOUNCES A TECHNOLOGY PARTNERSHIP WITH FERRARI

Scandicci (Florence), 13 February 2024 - Powersoft S.p.A. (the "Company" or "Powersoft"), a global technology leader in audio amplification systems, signal processing and transducer systems for the pro-Audio sector, listed on Euronext Growth Milan, announces a technology partnership with Ferrari S.p.A., bringing together Italian excellence in acoustic innovation and automotive engineering.

Recognized globally for constantly developing advanced technologies and designing innovative and efficient audio systems boasting unprecedented levels of power in small sizes and minimal power consumption, Powersoft aligns seamlessly with Ferrari's pursuit of excellence.

The partnership aims to develop solutions enhancing the Ferrari brand's audio experience while minimizing energy consumption and offering benefits in efficiency, reliability, and sound quality. Powersoft's technologies stand out for their significant reduction of heat dissipation, recycling of reactive energy from speakers, and installation flexibility, thanks to the remarkable weight/power ratio. These distinctive features have played a pivotal role in paving the way for this all-Italian cooperation.

Powersoft's development philosophy prioritizes reducing environmental impact through technology advancements and environmentally-conscious manufacturing processes. This commitment aligns seamlessly with Ferrari's pursuit of excellence, aiming to achieve carbon neutrality by 2030.

In the words of **Powersoft CEO Luca Lastrucci**: *"The partnership with Ferrari marks a significant milestone in Powersoft's history, showcasing Italian expertise and creativity in the field of acoustics within the automotive market. We share the core values of excellence, innovation and a passion for engineering and technology development. We're excited to lend our know-how to enhance Ferrari's audio experience"*.

In the words of **Ferrari Chief Research & Development Officer Ernesto Lasalandra**: *"We're overjoyed by the new and exciting technology partnership with Powersoft, which will enable us to deliver exceptional audio experiences. By pooling our expertise and know-how, our goal is to develop cutting-edge solutions and offer superior sound quality that we eagerly anticipate sharing with our customers"*.

This press release is available in the *Investor Relations/Press Releases – Corporate and Financial* section on [www.powersoft.com](http://www.powersoft.com).

### ABOUT POWERSOFT

Powersoft S.p.A. was established in 1995 by two brothers, Luca and Claudio Lastrucci, and Antonio Peruch, is headquartered in Scandicci/Florence, and is a global technology leader in audio amplification systems, signal processing and transducer systems for the pro-Audio sector. The Group primarily focuses on providing lightweight power amplifiers known for their high efficiency and exceptional audio quality to customers both domestically and globally. Distribution in the North American (U.S.) market is handled by Powersoft Advanced Technologies Corp., currently a wholly-owned subsidiary, while marketing in other regions (South-America, Asia, Europe and Rest of the World) is managed by a network of multi-brand distributors and through management relationships. The Group currently employs over 110 skilled resources and boasts extensive worldwide sales. Research and Development activities are conducted in-house within the Group, while production is facilitated through a combination of internal production lines and carefully-chosen suppliers operating both in Italy and abroad.

For further information

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