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Societa' : MARKBASS

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Oggetto : MARKBASS LAUNCHES A COMMERCIAL PARTNERSHIP WITH SWEETWATER, THE LARGEST ONLINE RETAILER OF MUSICAL INSTRUMENTS AND PROFESSIONAL AUDIO EQUIPMENT IN THE UNITED STATES

*Testo del comunicato*

Vedi allegato



## MARKBASS LAUNCHES A COMMERCIAL PARTNERSHIP WITH SWEETWATER, THE LARGEST ONLINE RETAILER OF MUSICAL INSTRUMENTS AND PROFESSIONAL AUDIO EQUIPMENT IN THE UNITED STATES

- *A significant step in the Company's development strategy in the US market*
- *The collaboration expands coverage of the American market and may contribute significantly to future revenue growth*

San Giovanni Teatino (Chieti, Italy), 18 February 2026 - **Markbass S.p.A.** ("**Markbass**" or the "**Company**"), a leading company in the design, production and distribution of bass and guitar amplifiers, audio systems, musical instruments and instrument strings, listed on Euronext Growth Milan, **announces the launch of a commercial collaboration with Sweetwater**, the leader in online sales of musical instruments and professional audio equipment in the American market.

The agreement provides for the inclusion of **Markbass-branded products in Sweetwater's e-commerce catalogue and the expansion of marketing in the US market**, through a specialized and widely distributed e-commerce platform.

**The partnership is part of the strategy to strengthen the Company's presence in the United States and represents a significant step in the commercial development process in one of the main global target markets.**

Considering Sweetwater's positioning in the US market, **the partnership is deemed suitable to increase coverage of the American market, including through the consolidation of the online channel, with potential positive effects on the Company's future economic results.**

Sweetwater is the American e-commerce leader in the musical instrument and professional audio sector. The company has exceeded 1.5 billion dollars in annual revenue, serving over 1.6 million customers and employing more than 2,000 people. Thanks to a cutting-edge digital platform, nationwide logistics, and a specialized consulting model unique in the industry, Sweetwater represents a global benchmark for musicians, audio professionals, and creators.

**Marco De Virgiliis, Chairman of Markbass**, stated: *"The launch of the collaboration with Sweetwater represents a strategic step for Markbass in the development path of the US market. The presence of our products on a reference platform for the sector constitutes a significant opportunity to strengthen brand positioning and expand access to our offering for end customers, in line with the Company's growth objectives."*

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This press release is available at Borsa Italiana S.p.A., at the Company's registered office and in the press releases section of the website:



## PRESS RELEASE

<https://investors.markbass.it/en/press-releases/>

For the dissemination of regulated information, Markbass makes use of the eMarket SDIR circuit managed by Teleborsa S.r.l., with registered office at Piazza Priscilla 4, Rome.

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***Markbass** is synonymous with Italian passion, innovation, and love for music. For over twenty years, the company has designed and crafted bass amplifiers that have redefined industry standards, conquering stages worldwide with a distinctive sound. Thanks to a pioneering vision and cutting-edge technologies, Markbass has established itself as a leading reference in bass amplification. In recent years, the brand has expanded its horizons with the same spirit and meticulous care that have always distinguished it: from guitar amplifiers and a line of entry-level bass amplifiers to electric basses for every level - from beginner instruments for those taking their first steps to high-end instruments made with the finest Italian woods - without forgetting the string lines, designed to ensure expressiveness and reliability in every musical context. From young talents to established artists, the world's top musicians - including legends like Marcus Miller, Richard Bona and Mark King - choose Markbass. Behind every product lies a clear mission: to deliver an authentic sound, inspire creativity, and transform every performance into a unique experience.*

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