

POWERSOFT STRENGTHENS ITS US SUBSIDIARY TEAM WITH KEY APPOINTMENTS TO DRIVE GLOBAL GROWTH

TOM ATKISON AND AL HAYES JOIN THE TEAM TO LEAD BUSINESS DEVELOPMENT IN THE CINEMA SECTOR AND FURTHER STRENGTHEN POWERSOFT'S PRESENCE IN THE NORTH AMERICAN MARKET

Scandicci (Firenze), May 18 2026 – Powersoft S.p.A. (“**Powersoft**”) a global technology group (the “**Powersoft Group**”) operating worldwide in pro-audio systems and listed on Euronext Growth Milan, announces the appointment of two key individuals to the commercial structure of its US subsidiary, Powersoft Advanced Technology Corp, reaffirming its strategy of continued growth and consolidation in the North American market.

Tom Atkison joins the Group as **Business Development Manager** with responsibility for leading and developing the Group’s business in the cinema sector on a global basis. With more than twenty years of industry experience gained at leading organizations including USL and QSC, Atkison brings to Powersoft an in-depth understanding of the market and a proven ability to build and develop strategic relationships. In his new role, he will focus on expanding the cinema segment at an international level, on strengthening partnerships, and on driving sustainable channel growth over the long term.

Further strengthening the Group’s footprint across the United States, **Al Hayes** joins as **Regional Sales Manager** for the Group’s TOLA territory (Texas, Oklahoma, Louisiana, Arkansas) and the South Central United States. With 28 years of industry experience, Hayes has built a comprehensive, cross-functional view of the market. His solutions-oriented approach, combined with deep local knowledge, represents a strategic asset in supporting customers and partners across a key growth territory for the business.

These appointments are part of a broader international expansion programme that the company has pursued for more than 20 years, continuing to invest in high-calibre talent to support structured growth in the most dynamic and high-potential markets.

Luca Lastrucci, CEO of Powersoft, commented: *“The appointments of Tom Atkison and Al Hayes mark an important step in our global development strategy, with particular focus on the North American market. Their combined expertise and deep knowledge of their respective fields will enable us to further strengthen our presence and capitalise on new growth opportunities — both in the cinema sector and in the local market, which, thanks to the sustained commitment of the entire team, has become one of the key pillars of our business. We continue to invest in talented people to drive innovation and consolidate our leadership on a global scale”.*

With these appointments, Powersoft reaffirms its commitment to building an increasingly robust and far-reaching commercial structure, capable of keeping pace with evolving markets and responding effectively to the demands of an industry in constant transformation.

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

ABOUT POWERSOFT:

Powersoft S.p.A. is a group operating in the professional audio industry, specialising in high-efficiency amplification, signal processing and transduction technologies. Founded in 1995 in Scandicci (Florence), the Group has recently strengthened its position in the sector with the acquisition of K-array, an Italian innovator in loudspeaker systems. The move underscores Powersoft's commitment to innovation, proprietary technological know-how and the excellence of Italian manufacturing. With a global workforce of more than 280 employees, the Powersoft Group serves major international markets through its US subsidiary, representative offices in Asia and an extensive network of multi-brand distributors. Research and development activities, conducted entirely in Italy, ensure continuous innovation, helping to set new standards in sound and meet the demands of a constantly evolving global market.

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