

# MarkBass Investor Day

19 February 2026



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01

# COMPANY OVERVIEW





# THE REFERENCE BRAND FOR ICONS

**Mark  
bass**

Recognized as a Global Leader in the industry, Markbass boasts an impressive roster of world-renowned bassists and guitarists who use and endorse its products.



Marcus Miller

**2 Grammy Awards**



**Collaborated with:**

- Michael Jackson
- Frank Sinatra
- Beyoncé
- Elton John
- Mariah Carey
- Aretha Franklin



Richard Bona

**1 Grammy Awards**



**Collaborated with:**

- Quincy Jones
- George Benson
- Pat Metheny
- Mike Stern
- Marcus Miller
- Herbie Hancock



Michael League

**5 Grammy Awards**



**Known for:**

American composer, producer and multi-instrumentalist, bandleader of the band Snarky Puppy

# Artists using MarkBass

**Mark  
Bass**



Mohini Dey  
Indian bassist



Joe Dart  
Vulfpeck Bassist



Hadrien Feraud  
Composer and Bassist



Cristian Capasso  
reference in the European  
pop/TV world



Alain Caron  
Bass legend



Richard Bona  
Grammy winner



Michael League  
Founder of Snarky Puppy



Mark King  
British funk icon



Marcus Miller  
One of the Bass world's leading  
authorities



Linley Marthe  
Bassist of Zawinul Syndicate



TRUSTED BY THE PROS, REVIEWED BY THE BEST

**Mark  
bass**

**BASSISTE** SHOPPING DE NOËL : NOTRE SÉLECTION D'IDÉES CADEAUX

# BASSISTE

MAGAZINE.COM

**INTERVIEWS**  
THE OFFSPRING  
ANTONELLA MAZZA  
ROSS VALORY  
SILMARILS

**DOSSIER**  
LA BASSE AU MAROC

**RICHARD BONA**  
La basse avec un grand B

**PÉDAGO**  
10 PAGES DE PARTITIONS  
5 Tutos pour BOOSTER VOTRE JEU  
TECHNIQUE « FUNK » « LATIN »  
Singer : LE STYLE DE JOE DART

**GAGNEZ**  
UNE GLOXY  
KIMANDU 5

NOVEMBRE 2024 - JANVIER 2025 - 110 €  
ISSN 11780-113 - F. 7,90 € - R3

L 11780-113 - F. 7,90 € - R3

**BASSISTE** JOHN PATITUCCI : LE GROOVE AU SERVICE DES LÉGENDES

# BASSISTE

MAGAZINE.COM

**INTERVIEWS**  
GUILLAUME STELLY  
DAGOBA  
MYRATH  
ADX

**PÉDAGO**  
13 PAGES DE PARTITIONS  
5 Tutos pour BOOSTER VOTRE JEU  
FUNK « TECHNIQUE » « THÉORIE »  
HARD ROCK  
JULES BROSSET PRÉSENTE :  
« TOUT EN PUISSANCE » « JAGN »

**TONY LEVIN**  
Itinéraire d'un éternel voyageur

**MATOS**  
JAM PEDALS  
MARKBASS  
SANDBERG  
GR BASS  
TAYLOR  
JOYO

NOVEMBRE 2024 - JANVIER 2025 - 110 €  
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L 11780-111 - F. 7,90 € - R3

**GIVE AWAY**  
TENTEZ DE GAGNER CETTE

**Mark**  
bass  
MB GLOXY KIMANDU 5

**VALEUR 999 €**  
CONÇUE AVEC  
Robert Bona

MARKBASS.COM

POUR PARTICIPER

WWW.MARKBASS.IT

**HOT GEAR**

**Mark**  
bass  
MB GLOXY KIMANDU 5

**Mark**  
bass  
MB GLOXY KIMANDU 5

**Mark**  
bass  
MB GLOXY KIMANDU 5

**bassplayer**

**VICTOR WOOTEN**

**Mark**  
bass  
Markbass Little Mark 5SR / MBSR 102 PURE

**Mark**  
bass  
Markbass Little Mark 5SR / MBSR 102 PURE

# Our Roadmap: from bass amp revolution to a multi-product music platform

**Mark  
bass**

1996



Foundation

2001



Neodymium  
First Adopter

2019



Product  
Expansion

2022



MB58R

2025

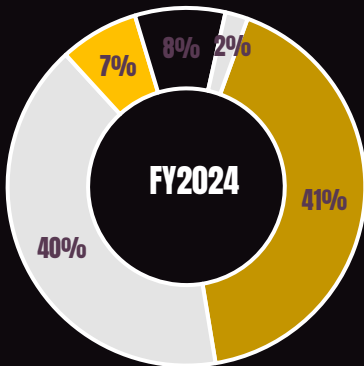


Listing on EGM



## A global, export-driven leader...

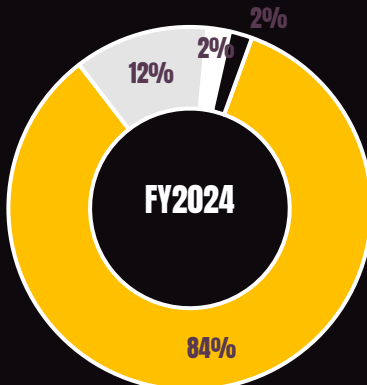
Incidence on revenues (%)  
Countries



North America Europe Italy Asia Others

93% of revenues generated abroad

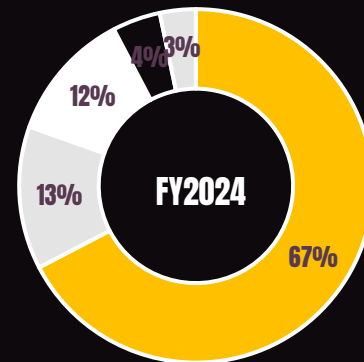
Incidence on revenues (%)  
Product lines



Amps Instruments Strings Others

Leadership in core Amp segment and strong base for adjacent expansion

Incidence on revenues (%)  
Brands



Markbass Blackline Markinstruments  
DVMark Others

Strong brand positioning and platform for multi-brand development

## A strong international platform ready to be scaled



02

## **GROWTH & STRATEGY PLANS**



# EXPANSION STRATEGY

**Mark  
Bass**



From...

## 1 AMPLIFIERS

Core reference Segment

...to

## 2 ADJACENT MARKETS

Scalable and recurring revenue streams

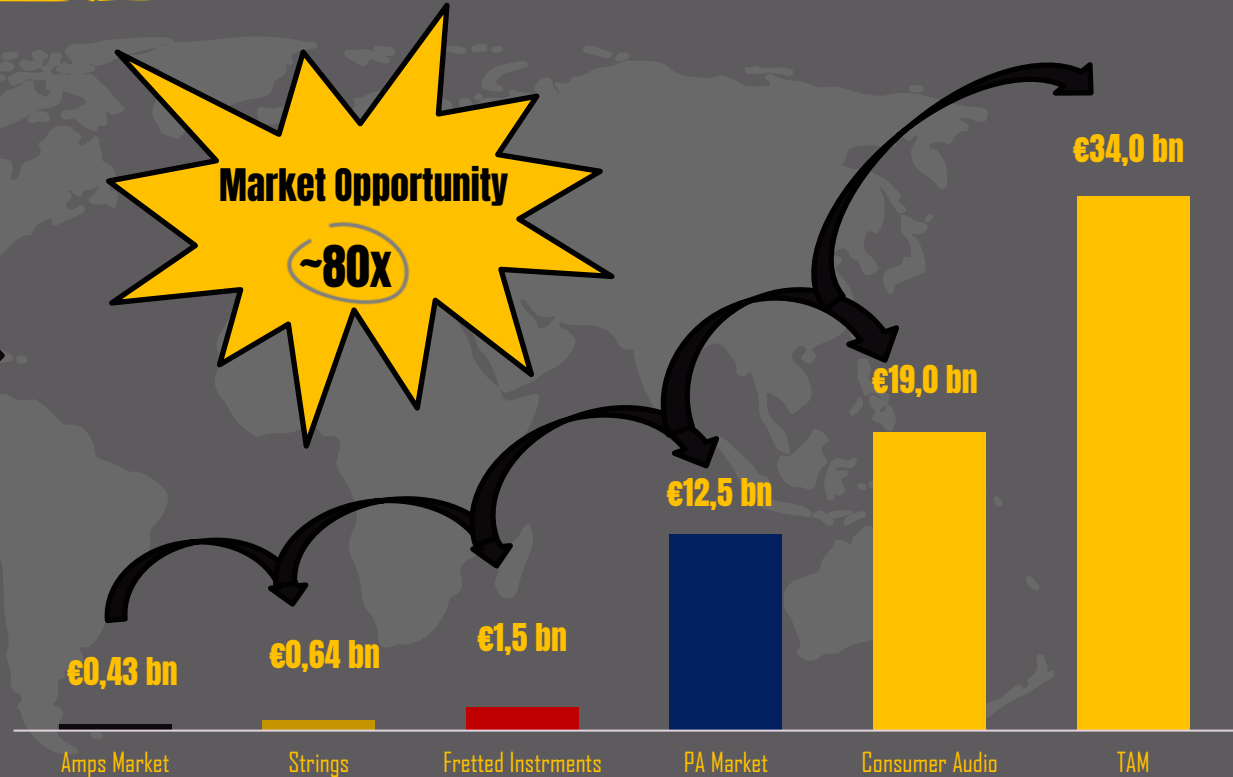
### STRATEGY

Leveraging MarkBass brand awareness and technological leadership

Expanding beyond the core segment to unlock structurally larger growth opportunities

## Expansion Strategy in Adjacent markets

Markbass has long been a leader in the premium bass amplifier segment and has expanded its expertise into adjacent markets such as entry-level amplifiers, instruments, strings and guitar amplifiers. The company is now pursuing entry into new strategically attractive markets with significant growth potential.





# Instruments Amplifiers Market



The Instruments amplifiers market represents Markbass's historical core: a solid, highly specialized segment with a well-established leadership position

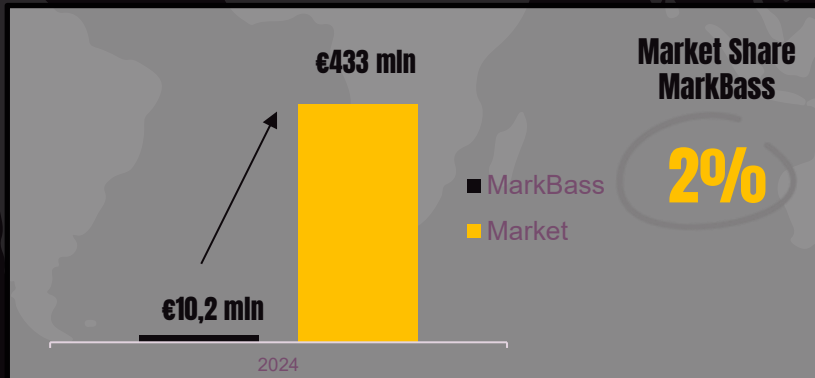
## Strategy

Markbass' strategy is to further strengthen its leadership by continuing to do what has always defined the brand: investing heavily in R&D and developing highly innovative products. The company is reinforcing its positioning through next-generation technologies, new product launches and targeted strategic initiatives, consolidating its role as an innovation leader.

**Innovative technologies  
aimed at relaunching the  
brand by 2027**

## Instruments amplifiers Market Value 2024

# €433 Million



Fonti: BC Speakers' elaboration on Future Sources



# Strings Market

**Mark  
bass**

The musical instrument strings market is a global and recurring segment: a wear-and-tear product that drives repeated purchases over time and generates highly predictable revenue streams.

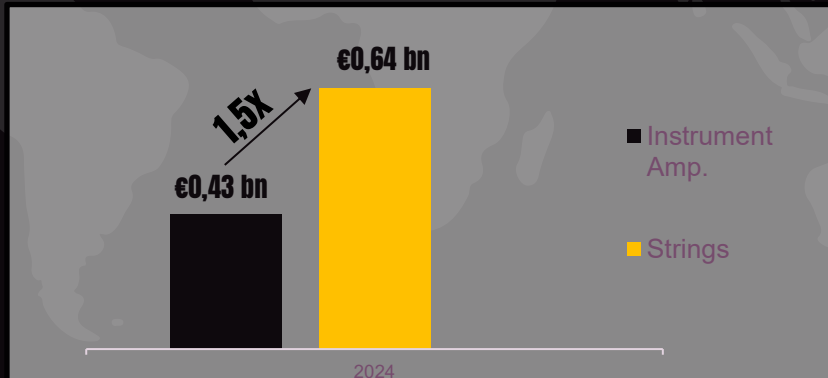
## Strategy

Leverage Amazon as the primary direct-to-consumer channel for strings — a recurring, everyday product for musicians — using online demand to drive brand pull and strengthen positioning with retailers and distributors.

**Replacement Rate**  
**2 times per year**

## Strings Market Value 2024

**€638 Million**



Sources: Music Trades Magazine - The Global Music Industry 2024

Notes: This market analysis includes small goods such as straps, cases, strings and tuners

The value €638 million is an estimate made by using the value of the string market of 2023 (\$723.3 mln) increased by the latest growth rate of the market (4.6%) then converted in euro (€0.85 = 1\$).





# Bass & Guitars Market

**Mark  
Bass**

The fretted instruments market represents a significant growth opportunity for MarkBass, with the ambition to provide an instrument to every MarkBass enthusiast

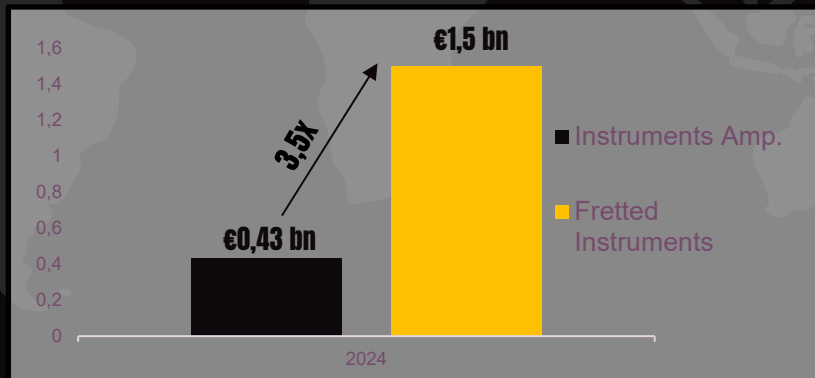
## Strategy

The strategy combines revolutionary innovation with respect for musical heritage. MarkBass is working on new products that will redefine the guitar market by merging two historically distinct sounds into one instrument, while the new Bass products will introduces a compact, distinctive travel bass concept. Together, these launches reinforce accessibility and position MarkBass as a leading innovator in both amplification and instruments.

**Launch of new patented products**

## Fretted Instruments Market Value 2024

**€1,5 Billion**



Sources: Music Trades Magazine - The Global Music Industry 2024

Notes: The value €1,5 billion is an estimate made by using the value of the fretted instruments market of 2023 (€1,4 bn) increased by the musical instruments CAGR 2023-2030 (6,5%)



# Professional Audio Market



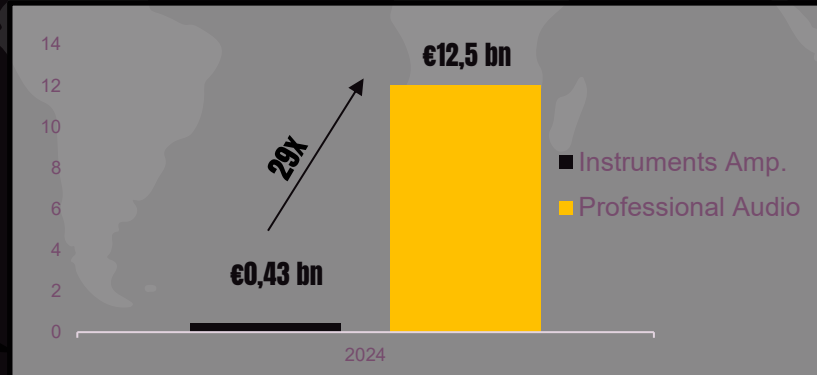
The professional audio market represents a significant growth opportunity for MarkBass due to its larger scale, higher scalability and strong demand for high-performance solutions

## Strategy

The strategy is to move from isolated products to a fully structured Professional Audio portfolio. Leveraging IPO resources, MarkBass is developing a complete range — from entry-level to high-end — to position the brand as a credible, long-term player and accelerate market penetration.

## Professional Audio Market Value 2024

# €12,5 Billion



Sources: Mordor Intelligence - Musical Instruments Market Research, 2025

Products will be officially launched at NAMM (LA).





# Consumer Premium Global Audio Market

**Mark  
Bass**

The consumer premium audio market represents a significant growth opportunity for MarkBass, with the ambition to allow end users to experience the brand's sound excellence in everyday use.

## Strategy

Enter the consumer audio market with a dedicated, design-led product line distributed through major retail channels, leveraging MarkBass' professional credibility to build strong appeal among everyday consumers.

*Marshall*  
Case Study

From

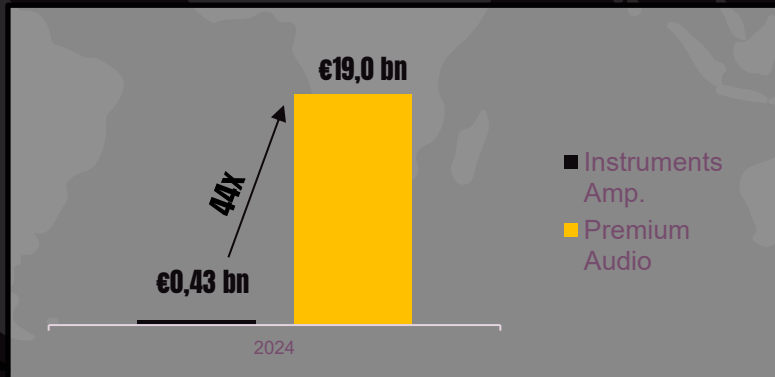
Revenue<sup>1</sup>  
€31M

To

Revenue  
€440M

## Premium global audio Market Value 2024

**€19 Billion**



Sources: Future Source CY2023. Premium defined as \$100+ wireless speakers, \$200+ soundbars, \$300+ Hi-Fi systems, \$250+ in-wall/in-ceiling speakers, \$300+ OTE headphones, \$250+ bookshelf speakers (pairs), and all AV receivers, Floor-standing speakers, home theater speakers and home theater in a box products and Hi-Fi separates

<sup>1</sup>Source, Marshall Amplification Plc Annual report 2024, revenues from sales are £26,7M



03

New Launches





# New Launches 2026

**Mark  
bass**

## MB 5 YELLOW JB

NEW ENTRY LEVEL BASS 5 STRINGS



1° Quarter

## MARKBASS & MARKBASS INSTRUMENTS

- NEW Marcus Miller collaboration
- New Bass Entry level
- New Combo V edition
- Patented Guitar & Bass

3° Quarter



2° Quarter

4° Quarter

**Mark  
bass**

## NEW BASS AMPLIFIERS

- LIMITED EDITION 25<sup>TH</sup> ANNIVERSARY
- GEN Z Vers 500/1000W



## MARKBASS & MARKBASS Black Line

- New Cabinet approved by MARCUS MILLER
- PORTABLE AMP for Street Music



**THANK  
YOU!**

DOES ANYONE HAVE ANY  
QUESTIONS?