

MarkBass Investor Day

Mark
Bass



19 February 2026

TABLE OF CONTENTS

01 COMPANY OVERVIEW

02 GROWTH & STRATEGY PLANS

03 NEW LAUNCHES

A graphic element on the left side of the slide. It features a circular pattern of small, sharp-edged white triangles pointing outwards from a central point, resembling a speaker grille or a sunburst. Inside this is a larger circle with a black and orange dotted pattern, similar to a speaker cone. The 'Markbass' logo is overlaid on this pattern in a stylized, yellow and orange font.

01

COMPANY OVERVIEW



Panasonic

THE REFERENCE BRAND FOR ICONS

Markbass

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



Richard Bona

1 Grammy Award



Collaborated with:

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



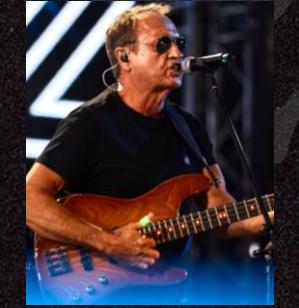
Alain Caron
Bass legend



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

Markbass

The cover of Bassiste magazine features a large, bold title 'BASSISTE' in a serif font, with 'MAGAZINE.COM' in a smaller sans-serif font below it. In the top left corner, there's a small icon of a gift box with the text 'SHOPPING DE NOËL : NOTRE SÉLECTION D'IDÉES CADEAUX'. The top right corner has a 'DOSSIER' icon with the text 'LA BASSE AU MAROC'. The central image is a black and white photograph of Richard Bona, a bassist, wearing a beanie and glasses, holding a yellow bass guitar. To the right of the photo, his name 'RICHARD BONA' is written in large, bold, serif letters, with the subtitle 'La basse avec un grand B' in a smaller font below it. In the bottom right corner, there's a small image of an orange electric bass guitar. The bottom left corner features the word 'BASSISTE' in a bold, sans-serif font. The bottom right corner has a 'Mark' logo with the text 'GAGNEZ UNE GLOXY KIMANDU 5' above it. The bottom center has a barcode and the text 'L 11780 - 112 - F 7,90 € - RD'.

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



1996



2001



2019



2022



2025



Foundation

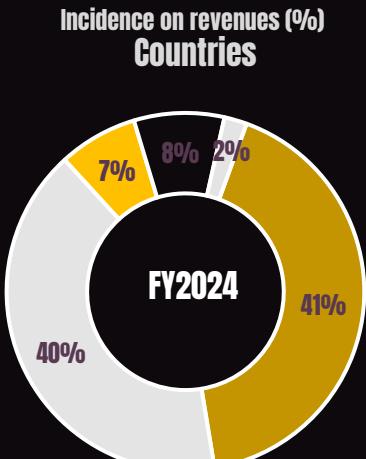
Neodymium
First Adopter

Product
Expansion

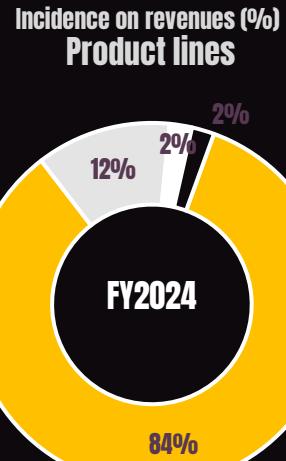
MB58R

Listing on EGM

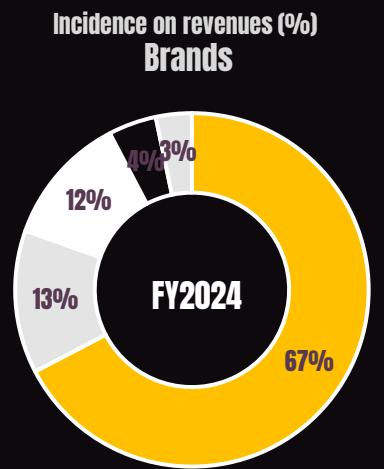
A global, export-driven leader...



93% of revenues generated abroad



Leadership in core Amp segment and
strong base for adjacent expansion



Strong brand positioning and platform
for multi-brand development

A strong international platform ready to be scaled

02

GROWTH & STRATEGY PLANS



EXPANSION STRATEGY

Markbass



From...

1 AMPLIFIERS

Core reference Segment

...to

2 ADJACENT MARKETS

Scalable and recurring revenue streams

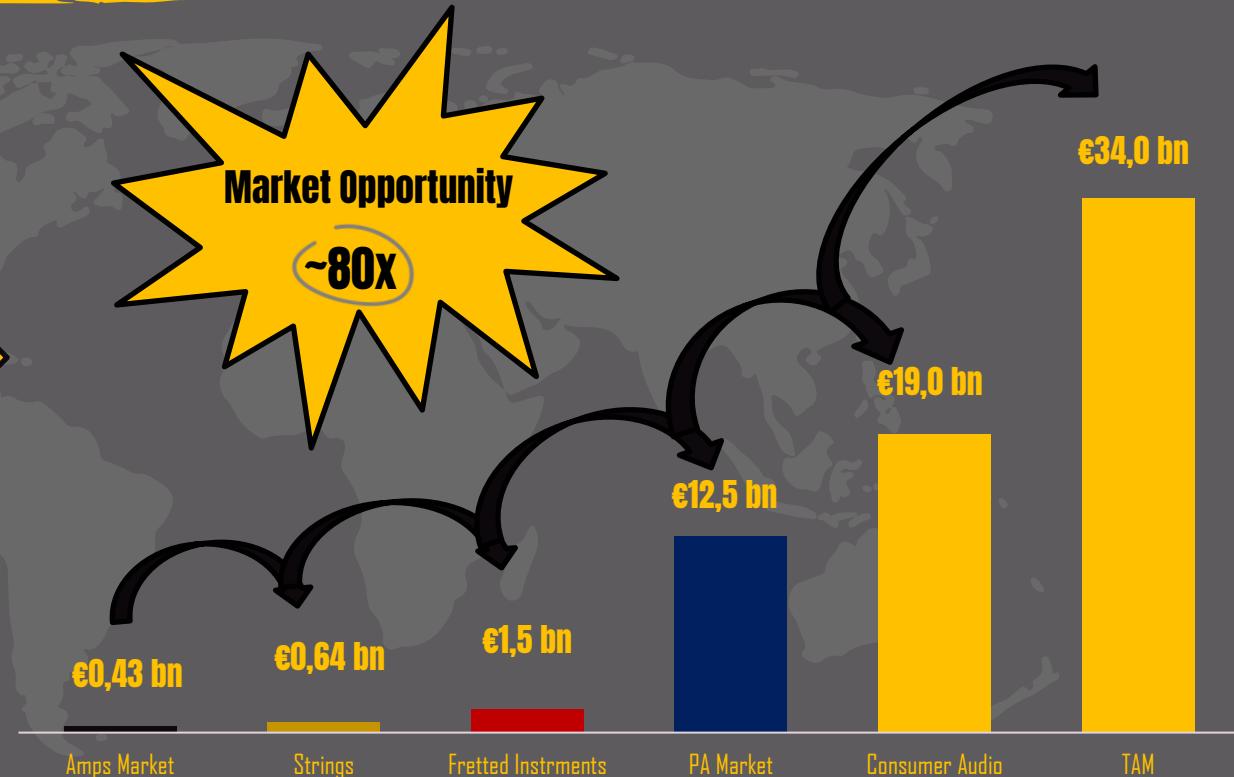
STRATEGY

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.



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



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.

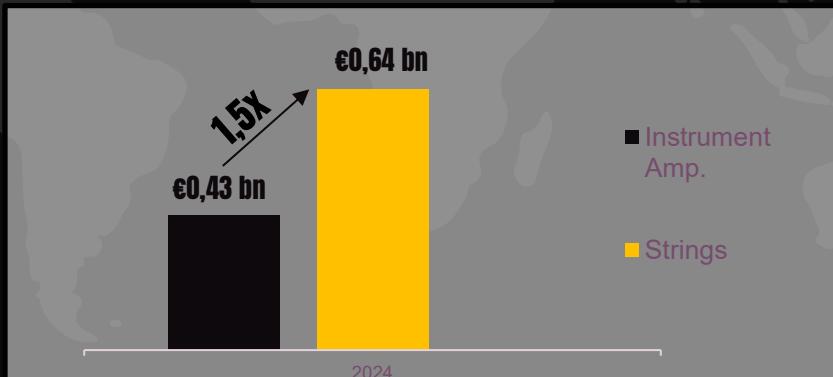
Strategy

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%) than converted in euro (€0,85 = 1\$).



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

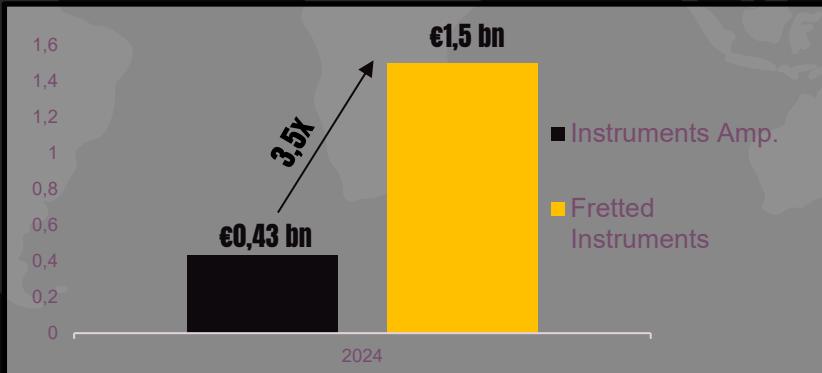
Strategy

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 introduce 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%)



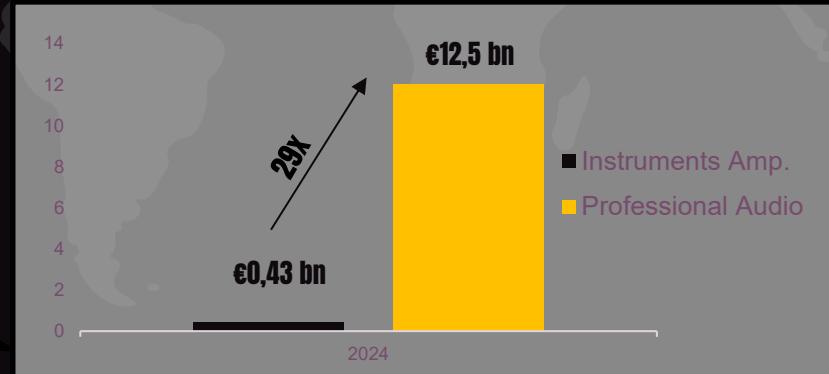
The professional audio market represents a significant growth opportunity for MarkBass due to its larger scale, higher scalability and strong demand for high-performance solutions

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



Products will be officially launched at NAMM (LA).



Consumer Premium Global Audio Market



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.

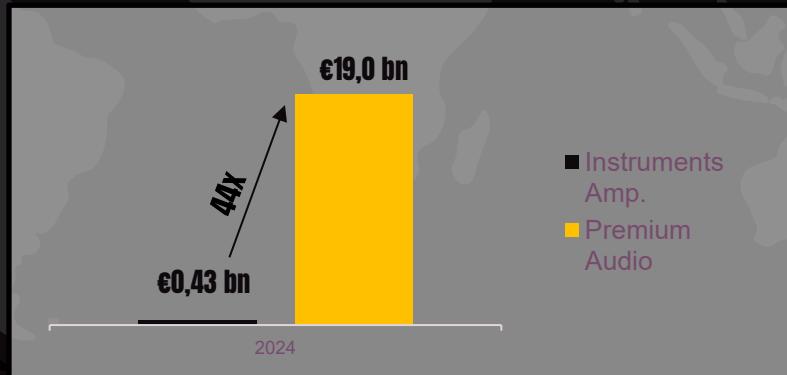
Strategy

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.



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

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



03

New Launches



New Launches 2026

Markbass

MB 5 YELLOW JB

NEW ENTRY LEVEL BASS 5 STRINGS



1° Quarter



2° Quarter



3° Quarter



4° Quarter



Markbass

NEW BASS AMPLIFIERS

- LIMITED EDITION 25th 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?