

MarkBass Spring Investors



TABLE OF CONTENTS

01 COMPANY OVERVIEW

02 GROWTH & STRATEGY PLANS

03 NEW LAUNCHES



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

Mark Bass

TRUSTED BY THE PROS, REVIEWED BY THE BEST

SHOPPING DE NOËL : NOTRE SÉLECTION D'IDÉES CADEAUX

BASSISTE **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 »
SHOB : LE STYLE DE JAZZ DART

GAGNEZ UNE GLOXY KIMANDU 5

Mark Bass

Octobre 2024 - Janvier 2025 7,90 €
RL 400 € - 111 180 001 - (02) 16 50 16 50

L 11760 - 111 - F. 7,90 € - RD

JOHN PATITUCCI : LE GROOVE AU SERVICE DES LÉGENDES

BASSISTE **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 » « JAZZ »

TONY LEVIN
Itinéraire d'un éternel voyageur

MATOS
JAM PEDALS
MARKBASS
SANDBERG
GR BASS
TAYLOR
JOYO

Mark Bass

Novembre 2024 - Septembre 2025 7,90 €
RL 400 € - 111 180 001 - (02) 16 50 16 50

L 11760 - 111 - F. 7,90 € - RD

GIVE AWAY
TENTEZ DE GAGNER CETTE

Mark Bass
MB GLOXY KIMANDU 5

VALEUR 999 €
CONÇUE AVEC
Richard Bona

SCANNEZ LE QR CODE

QR CODE

POUR PARTICIPIER

WWW.MARKBASS.IT

HOT GEAR

TESTING BY MARKBASS: GARDING THE GARDEN OF EDEN

MARKBASS LITTLE MARK 5BR / MB5BR 102 PURE

MARKBASS LITTLE MARK 5BR / MB5BR 102 PURE

MARKBASS LITTLE MARK 5BR / MB5BR 102 PURE

deeper
bassplayer

VICTOR WOOTEN

Markbass Little Mark 5BR / MB5BR 102 PURE

Markbass redefines the parameters of tone, power and portability. Review by Steve Henderson

MARKBASS LITTLE MARK 5BR / MB5BR 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

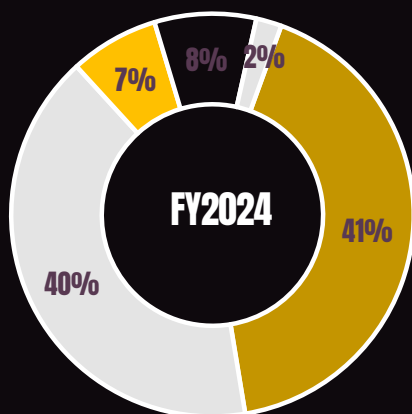


Listing on EGM

A global, export-driven leader...

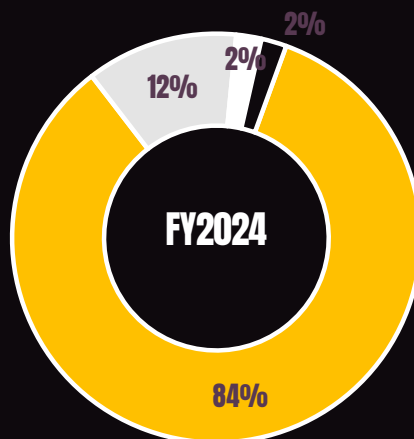


Incidence on revenues (%)
Countries



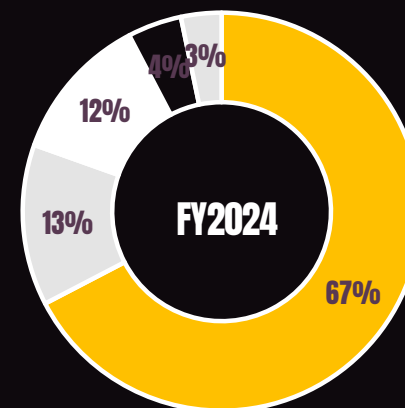
■ North America ■ Europe ■ Italy ■ Asia ■ Others

Incidence on revenues (%)
Product lines



■ Amps ■ Instruments ■ Strings ■ Others

Incidence on revenues (%)
Brands



■ Markbass ■ Blackline ■ Markinstruments
■ DVMark ■ Others

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

**Mark
Bass**



From...

1 AMPLIFIERS
Core reference Segment

...to

2 ADJACENT MARKETS
Scalable and recurring revenue streams

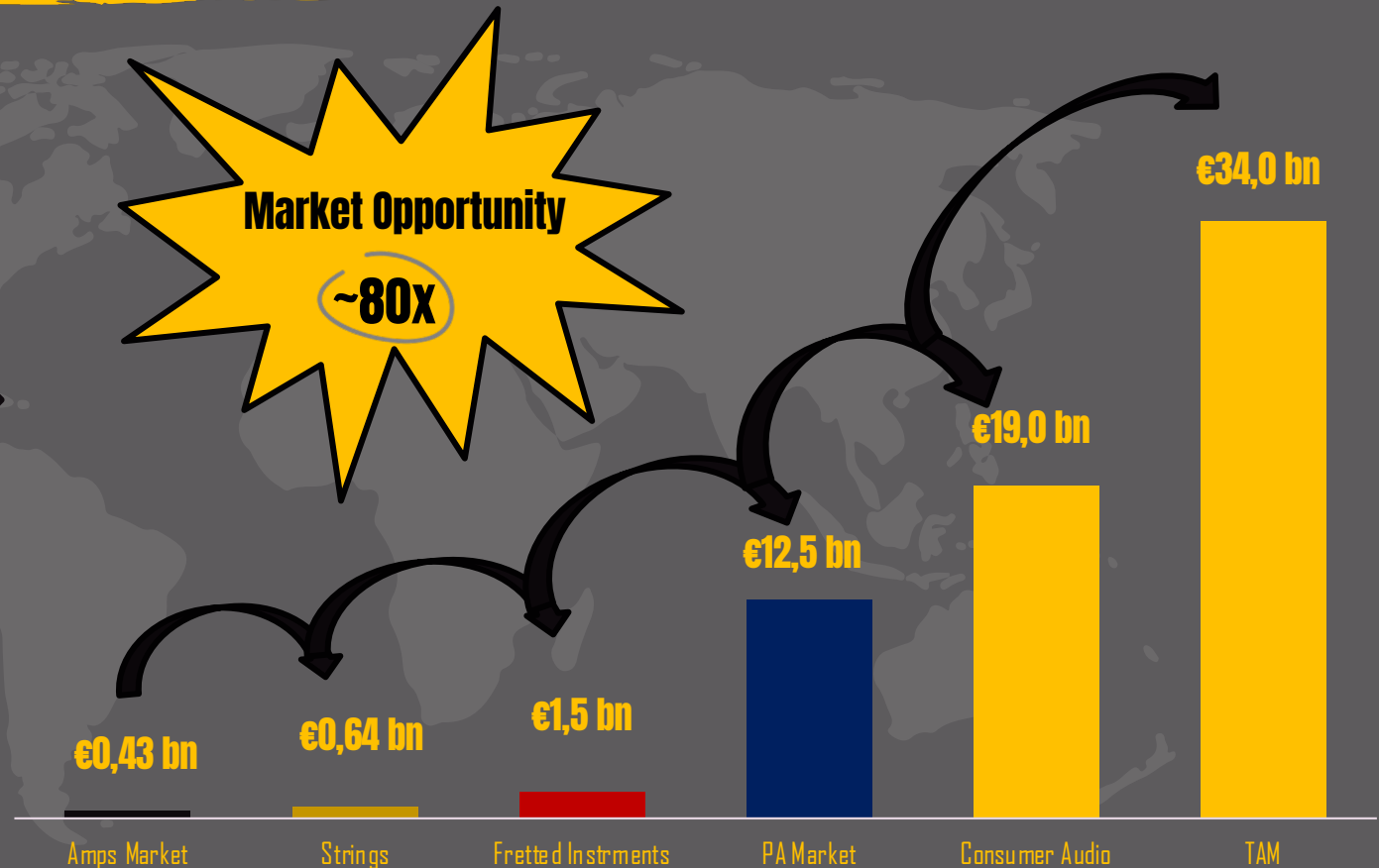
STRATEGY

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

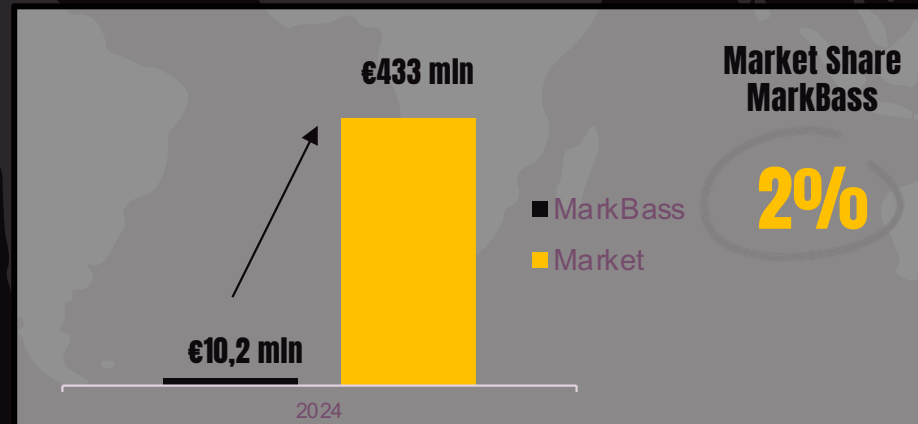
Strategy

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



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.

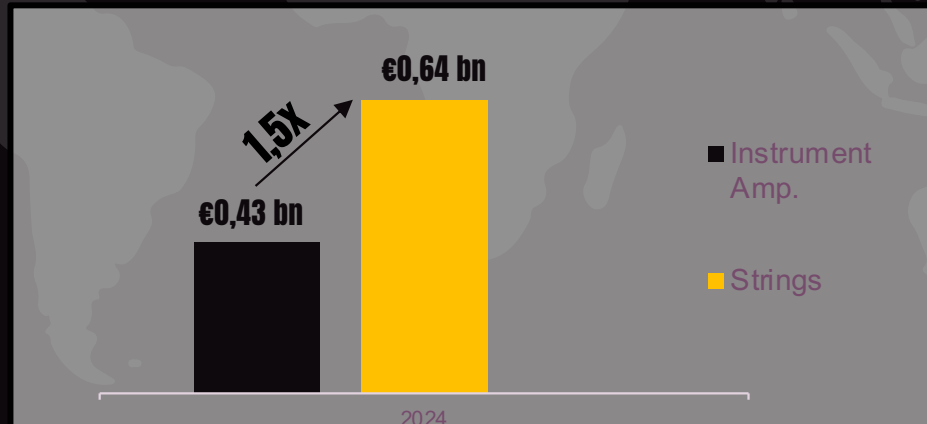
Strategy

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\$).



Bass & Guitars Market



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

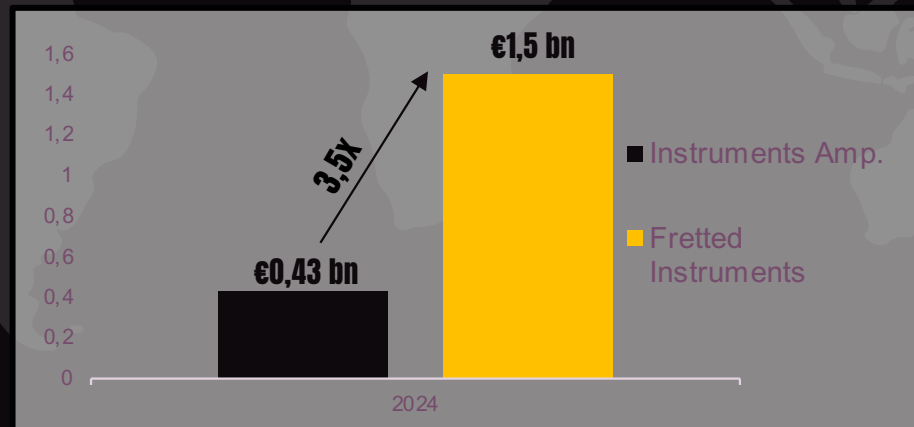
Strategy

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%)



Professional Audio Market



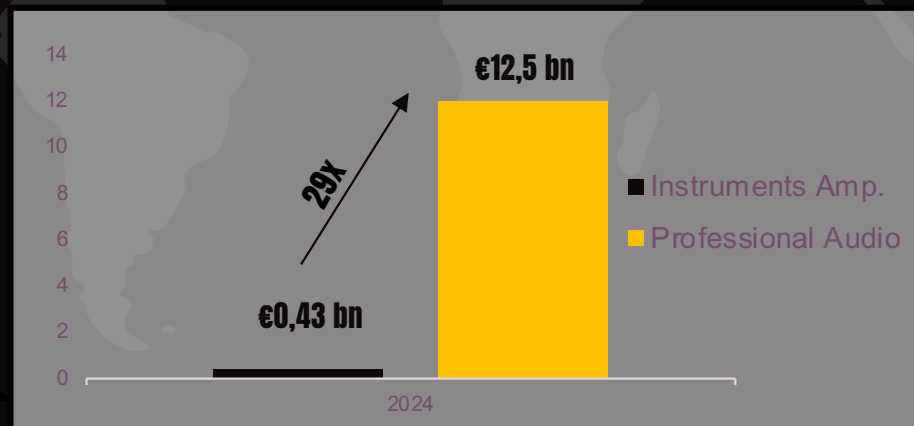
The professional audio market represents a significant growth opportunity for MarkBass due to its larger scale, higher scalability and strong demand for high-performance solutions

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



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

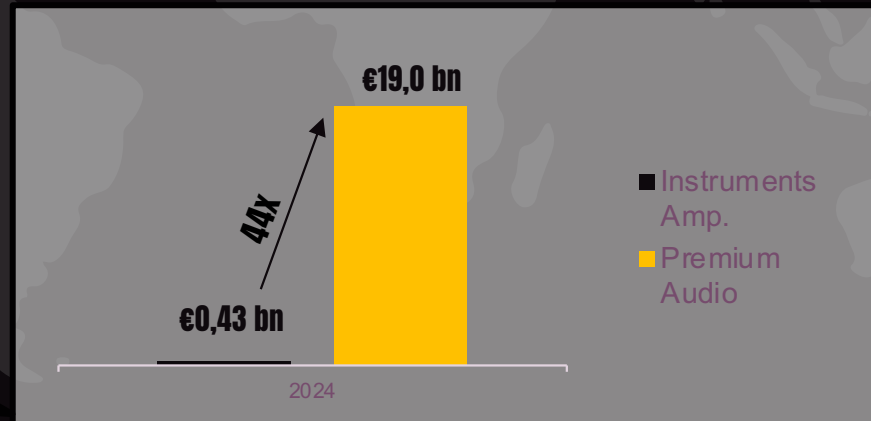
Revenue¹
€31M

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

¹Source, 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 25TH ANNIVERSARY
GEN Z Vers 500/1000W



MARKBASS & MARKBASS Black Line

New Cabinet approved by MARCUS MILLER
PORTABLE AMP for Street Music

04

**NUMERI
PRINCIPALI**





Dati di bilancio		
€'000	2025A	2024A
Principali risultati di conto economico		
Ricavi delle vendite	11.265	12.179
Valore della produzione	11.740	13.016
EBITDA	1.710	1.985
<i>% sul VdP</i>	14,6%	15,3%
EBITDA Adj.	1.710	2.087
<i>% sul VdP</i>	14,6%	16%
EBIT	758	1.152
<i>% sul VdP</i>	6,5%	8,9%
Risultato netto	231	559
<i>% sul VdP</i>	2,0%	4,3%
Principali risultati di stato patrimoniale		
Capitale circolante netto	3.936	4.275
Indebitamento finanziario netto	(1.239)	4.239
Patrimonio netto	8.029	2.320

La Società ha conseguito un Fatturato al 31 dicembre 2025 pari ad Euro 11,27 milioni in diminuzione del 7,5% rispetto al dato di bilancio chiuso al 31 dicembre 2024; il calo è dovuto alla situazione relativa all'ultimo quarto dell'anno 2025 dove si è assistito ad un rallentamento delle vendite a causa della situazione economica generale mondiale; il ritardo logistico estremo che ha visto un notevole ritardo nella consegna dei container provenienti dall'Indonesia e di conseguenza la mancata evasione degli ordini clienti del 2025; la riorganizzazione della distribuzione negli Stati Uniti.



**THANK
YOU!**