

For Immediate Release

Sweetwater and Music Tribe to Enter Super Partner Relationship

Chuck Surack, CEO of Sweetwater, and Uli Behringer, CEO of Music Tribe, today announced the entering of an industry-first strategic relationship. The focus of this Super Partner relationship is to deliver an obsessive Customer Experience with unique collaborative opportunities to realize co-innovation of new products, co-marketing related to learning and education as well as a unique EDI collaboration to ensure all products are always in stock and readily available - now at up to 40% reduced prices.

Sweetwater's CEO, Chuck Surack, commented: "This unique opportunity as a Super Partner with Music Tribe fits neatly into our vision and enhances our ability to serve our customers' needs. With this factory-direct relationship, we expect that in the near future our customers will experience a noticeable increase in availability of Music Tribe products. In addition to carrying over 1,000 Music Tribe products, we are delighted to provide best-in-class technical support and service for our customers. It's a win-win for everyone."

Music Tribe's CEO, Uli Behringer, commented: "With this new setup, all our Retail products will now go through e-commerce channels, while AVL Media Group (www.avlmediagroup.com) will act as Music Tribe's dedicated US distributor for the Install as well as the Live and Tour Sound Enterprise market, who will continue to serve all our valued integrators and contractors."

We are extremely honored and thrilled to enter this truly purposeful relationship with Sweetwater, who will serve our retail customers with Music Tribe's entire offering of Retail brands and products. For decades, Sweetwater has been leading the industry through unsurpassed Customer Experience, which matches Music Tribe's Customer Obsession Vision. This strategic relationship will now open the door for a deep integration and collaboration – all for the benefit of the Customer.

How will the Customers benefit from this new Super Partnership?

1. **Product Availability.** Music Tribe is one of the very few companies in the industry that manufactures nearly all its products in-house (<https://www.youtube.com/watch?v=08yTRb69AVw>). This allows us to ship all our products from our China and Malaysia factories directly to Sweetwater's warehouses, saving huge time and cost resources. Our Customers will now enjoy much faster access to new products, plus a cost reduction of up to 40%, in line with our philosophy to pass on savings to our Customers.
2. **Innovative Solutions.** Sweetwater's tremendous product and market knowledge will enable huge opportunities around co-innovation for new products. With Music Tribe's 8 global Innovation Centers and 400+ world-class engineers, we will be able to turn around product ideas in record time. We'll soon be rolling out a Customer Co-Innovation application process that will allow our Customers to directly participate in the definition and design of new solutions, products and features.
3. **Product Marketing.** Both Sweetwater and Music Tribe will collaborate in the creation of digital learning and education content in order to help Customers in maximizing the usage of Music Tribe's products. In the coming year we will be launching our Music Tribe Academy, an interactive Learning Management System, where our Customers and Partners can co-create courses as well as other content.
4. **Customer Service.** With the setup of this new strategic relationship, Sweetwater will be directly supporting and servicing all Music Tribe products through its own Call Center and inhouse Service Facility. Music Tribe will serve Sweetwater with global support services as well as spare parts supply directly from our factories, hence drastically improving the product turnaround time.

Music Tribe's Retail products do enjoy an industry-leading 3-year warranty upon registration at Music Tribe's Community (<https://community.musictribe.com/>)."

Music Tribe's COO David Hunter added: "We are truly excited about this wonderful relationship with Sweetwater, while now taking it to a completely new level. We're currently reinventing our whole organization by means of extreme digital transformation and automation of all repetitive processes. Our objective is to become a highly strategic and insight driven organization, and we're currently investing over USD 50M in fully automating our current China operation. Last year we acquired 50 acres of land in Malaysia where we're planning our second fully automated manufacturing plant. We're very proud to have entered into strategic relationships with Microsoft and Siemens around a state-of-the-art 4.0 factory (<https://www.plm.automation.siemens.com/global/en/our-story/newsroom/music-tribe-electronics-smart-factory/87404>) in line with our relentless execution on our Customer and Digital Obsession Vision."