

PRESS RELEASE



EPOS reveals new global partner program to channel partners

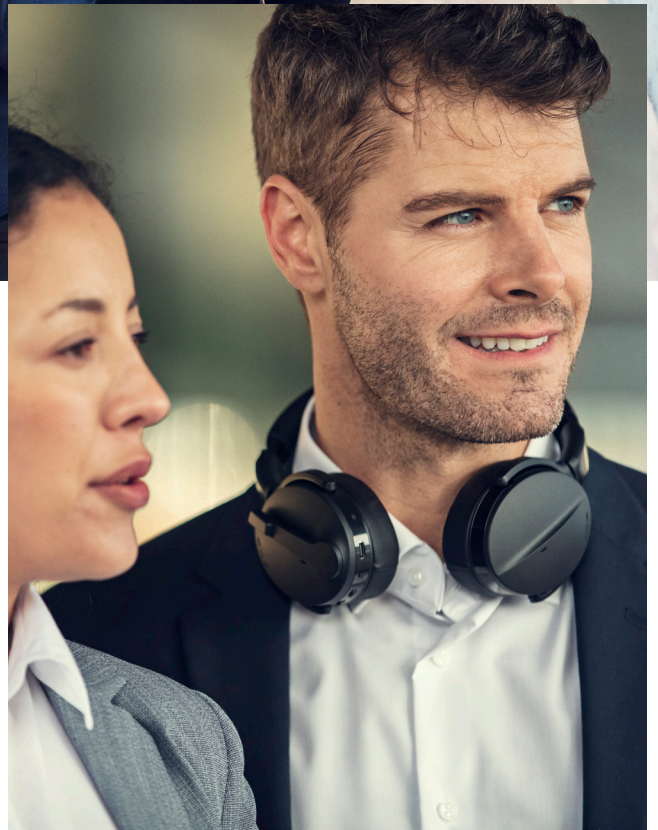
February 23, 2021: The premium audio brand, EPOS, part of the Demant Group building on 115 years' experience in innovation and sound, today announces the launch of the brand new partner program: EPOS AMPLIFY. A strategic investment that will strengthen EPOS' ecosystem, as well as partner relations and growth.

The new EPOS partner program is designed exclusively for the brand's 6000+ channel partners around the world as a mutually beneficial model that aims to increase partners' profitability and presence in the market, while taking business relations to the next level. The program is accessible for partners of all sizes and areas of expertise to support them in growing the business, and enhancing their professional knowledge and skillset.

EPOS AMPLIFY Partner Program

The EPOS AMPLIFY Partner Program encourages participation from a broad range of partners, and is created for them to differentiate themselves in a rapidly changing and evolving market. Rather than focusing on evaluating partner levels from revenue targets only, the program emphasizes heavily on involvement and engagement for the EPOS brand to foster Return on Investment, and ultimately, amplify growth.

When introduced to the EPOS AMPLIFY Partner Program, partners will be tiered by revenue and engagement level to ensure optimal support of the individual partner's key competencies, as well as understanding of their needs and growth potential. The program then provides access to a range of dedicated resources that partners can use to hit given measures, drive engagement and increase their perceived value to their



"We are excited to welcome you to the EPOS AMPLIFY Partner Program. A program that enables us to strengthen our partnership with you, while supporting your growth and efforts to stand out in the marketplace. The EPOS AMPLIFY Partner Program provides a clear path on how to accelerate your business – Experience the Power of Partnerships!"

Lars Riis Rasmussen Sr. Vice President of Global Sales at EPOS

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customers. This includes a full suite of training and e-learning resources for partners to sell EPOS products easily and with expertise. Moreover, they will profit from digital sales tools and marketing support designed to provide them with a premium partner experience. Lastly, the EPOS AMPLIFY Partner Program offers the opportunity to automate and track partners' progress, so they can put full focus and efforts on nurturing customer relationships.

Throughout the program, partners will be measured by their capabilities and engagement through a range of activities, and be rewarded for the focus and investments they make in working with EPOS. Depending on their commitment, the partner program features a relevant tiered system with a clear path of how to optimize the membership and progress beyond entry-level. Partners will be rewarded with a range of benefits including Product Sampling Program, Market Development Fund (MDF), Reward Program, dedicated account management, local marketing support, and much more.

EPOS AMPLIFY Partner Portal

The EPOS AMPLIFY Partner Program is enabled via the EPOS AMPLIFY Partner Portal – an easy-to-use online portal that connects partners to EPOS, and empowers them with a single go-to destination for necessary resources. The platform provides access to all EPOS brand assets including sales and marketing tools to go to market, learning resources to further enhance knowledge and skillset, and sales enablement tools such as Deal Registration, Special Price Support and Market Development Fund to support their day-to-day business. This way, the EPOS AMPLIFY Partner Portal simplifies resource intensive tasks to free resources for higher value tasks.

EPOS AMPLIFY Partner Program Registration

The EPOS AMPLIFY Partner Program is available to all EPOS channel partners via their local EPOS account representative.

Learn more and join the EPOS AMPLIFY Partner Program [here](#)

About EPOS

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Based on leading and advanced technologies, the Danish founded company delivers high-end audio and video solutions with design, technology and performance as paramount parameters.

The establishment of EPOS is based on the decision to let the business segments of the joint venture – known as Sennheiser Communications – between Sennheiser Electronic GmbH & Co. KG and Demant A/S evolve in different set-ups. Alongside the introduction of a new own-branded portfolio, EPOS continues to sell the current Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

EPOS is part of the Demant Group – a world-leading audio and hearing technology group. As such, it builds on more than 115 years of experience of working with innovation and sound. With headquarters in Copenhagen, Denmark, EPOS operates in a global market with offices and partners in more than 30 countries.

Find more information at eposaudio.com

Global PR Manager, Enterprise, EPOS

Yasmin Gouhari

T +45 7242 0905

yagu@eposaudio.com

