



BOLDLY ADVANCING THE ENTERTAINMENT EXPERIENCE

Frequently Asked Questions Regarding Clair Global Acquisition of Eighth Day Sound

When is the acquisition effective?

Eighth Day Sound Systems, Inc has been acquired by Clair Global effective 08/20/2020

Considering the slowdown caused by the pandemic, what is the advantage of this timing?

The global pause in operations allows a focus on building much-needed industry capacities. While today, activity is at a standstill, the desire for live events isn't going away. Once it is safe for all again, we fully expect the need to be even more significant and for us to be best prepared to serve that pent-up demand for entertainment.

How will the Industry benefit from this transaction (What are some of the ways we will be better prepared?)

The joining of the #1 and #2 live sound companies creates one, clear center of excellence for Premier Sound

- Squarely addresses the Industry need for more capability in touring
- Enhanced customer experience through several synergies:
 - Larger, owned equipment base with even more resources to provide the highest industry availability
 - Increased touring support globally - UK/Europe, APAC – Australia with offices in the US, UK, Europe, Australia and partnerships in South America and Japan
 - Full line of Premier Speaker brands – All of the top global brands (D&B, Adamson, Cohesion, L-Acoustics)
 - Clair's additional capabilities -- Backline, Onsite Wireless, Touring Production IT, High Density Wi-Fi and network solutions etc.
 - Brain trust of both companies -- hundreds of years of combined experience
 - Industry's best technical expertise on Industry's top equipment
 - Crews – Most professional and best trained in the Industry

How will this change both companies?

A principal driving force for uniting these particular companies is our respected mutual values. Both companies are privately owned by families and run with a passion for the sound industry. We have each cultivated a philosophy of "family and relationship first." This union 'keeps it in the "family' and offers an alternative to the more corporate and profit-centric motivations that can constrain outside investment sources.

Because of this, we don't see changes in operations at EDS. We will operate as we have historically - premier equipment operated by a passionate group of industry experts.