



Bose Corporation Acquires Skullcandy, Expanding Its Consumer Audio Portfolio to Reach New Audiences

Acquisition follows a successful partnership between the two companies and advances Bose's evolution into a multi-brand products and technology company

October 21, 2026 – Framingham, MA and Park City, UT – Bose Corporation, a global leader in audio innovation and research, announced today it has acquired Skullcandy, a lifestyle audio brand known for its bold products that bring together sound, style, and performance. Bose and Skullcandy have each spent decades finding new ways to bring people closer to the music they love. Together, they'll combine Bose's audio expertise, technology, and global reach with Skullcandy's design, understanding of its consumers, and authentic community connections to create new products and experiences and accelerate growth.

The acquisition follows a multi-year partnership that has already brought Sound by Bose technology to Skullcandy earbuds and headphones. The companies have seen firsthand how their strengths can come together to create products consumers love while staying true to what makes Skullcandy special, providing a foundation to accelerate further collaboration and innovation.

With a strong position at the intersection of audio, lifestyle, and culture, Skullcandy will remain a separate brand within Bose's Premium Consumer Audio business. Skullcandy's deep roots in boardsports, including longstanding relationships with passionate supporters of the culture and its athletes, and authentic connections across music, gaming, fitness, and other communities present new ways for Bose to meaningfully connect with consumers where it has less presence today.

"For more than 60 years, Bose has been committed to delivering incredible audio experiences however and wherever people choose to listen. As we work to reach even more people, we're expanding how we do that, not only through Bose products, but through technology partnerships and a growing portfolio of brands," said Lila Snyder, Chief Executive Officer of Bose Corporation. "As a privately held company, we have the freedom to make bold, long-term investments in opportunities we believe in, and Skullcandy is a great

example of that. They have an established, thriving brand, and together we see tremendous opportunity to create new products and experiences and reach more consumers around the world.”

“We believe this is a win for Skullcandy and our fans,” said Brian Garofalow, Chief Executive Officer of Skullcandy. “Skullcandy was born on a chairlift in Park City, Utah, over 20 years ago, and we’ve always believed great music should be part of the experiences people love. Joining Bose gives us the opportunity to make those experiences even better by bringing more of their audio expertise and technology to our products, and it opens up even more ways to take Skullcandy further.”

Bose plans to invest in Skullcandy’s continued growth, providing greater access to technology, resources, global distribution, and commercial relationships while giving the brand the freedom to continue evolving in ways that are authentic to its identity and consumers. Skullcandy will continue to be based in Park City, Utah.

Bose acquired Skullcandy from a fund managed by Mill Road Capital Management LLC, a Connecticut-based private investment firm. Jones Day acted as Bose’s legal counsel. Additional information, including financial and other terms of the transaction, will remain confidential.

About Bose Corporation

Bose Corporation is a global leader in audio innovation, driven by a singular belief: sound has the power to transform the way people connect with the world. For more than 60 years, Bose has combined pioneering research, engineering excellence, and a deep understanding of human perception to create products and technologies that deliver extraordinary experiences. Through its portfolio of iconic brands, including Bose, McIntosh, Sonus faber, and Skullcandy, the company offers premium and luxury audio solutions for the home, on the go, and in the car. Bose also collaborates with leading companies across industries, extending its audio expertise and technologies into new products, platforms, and applications beyond its own brands.

Guided by a relentless spirit of innovation and a passion for what sound makes possible, Bose continues to advance the science and art of sound while expanding its impact on everyday life. From music and

entertainment to communication, wellness, and emerging applications, Bose is creating new ways for people around the world to feel more connected, inspired, and engaged through the power of sound.

About Skullcandy

Founded in 2003 on a chairlift in Park City, Utah, Skullcandy is the original lifestyle audio brand. With deep roots in action sports culture, Skullcandy creates headphones, earbuds, and speakers that deliver powerful sound, bold style, and immersive experiences. Designed to move with you — from the mountains to the streets — Skullcandy gear is built to perform and made to stand out. Learn more at www.Skullcandy.com.

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