



2025

IMPACT REPORT

Sweetwater



Dear Sweetwater Community,

Each year, our Impact Report gives us a moment to pause and reflect on the power of music, the spark of creativity, and the heart that drives everything we do at Sweetwater.

Creativity moves people. It lifts spirits, builds connection, and gives shape to ideas that might otherwise go unheard. We're honored to support the musicians and creators who bring that imagination to life. Their passion challenges us to keep raising our own standards to deliver the tools, expertise, and encouragement they need to share their visions with the world.

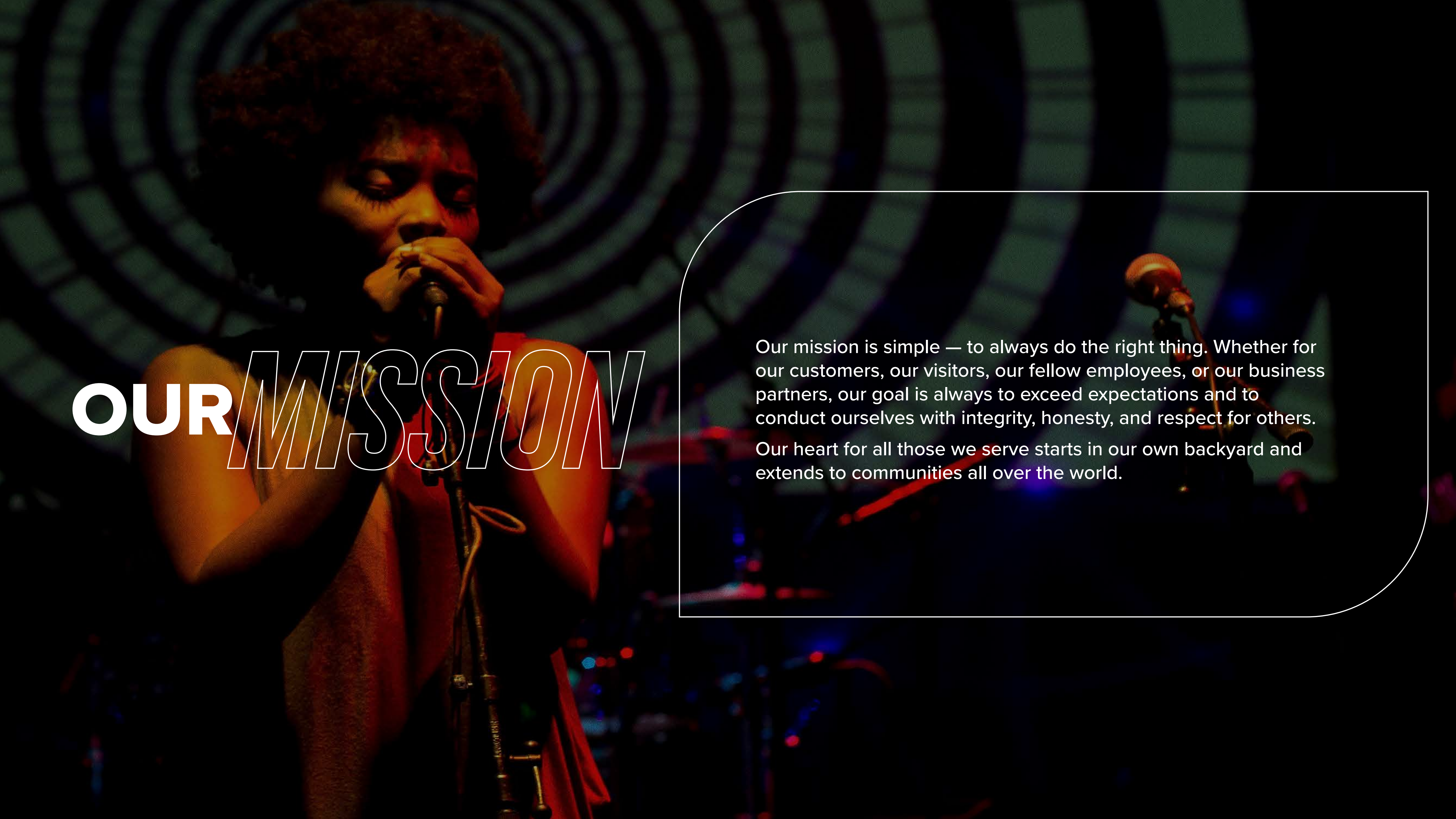
Our impact reaches far beyond the sounds and stories our customers create. It's also reflected in how we care for our employees, invest in our partners and communities, and protect the environment we all share. For 47 years, these commitments have been part of who we are, and they continue to inspire the future we're building together.

Like creativity itself, our contributions are always evolving. Every day, our more than 2,500 team members bring energy, heart, and imagination to their work. I'm deeply grateful for their dedication and for everyone who believes in Sweetwater's purpose. Thank you for being part of this journey and for helping us make a lasting difference.

Sincerely,

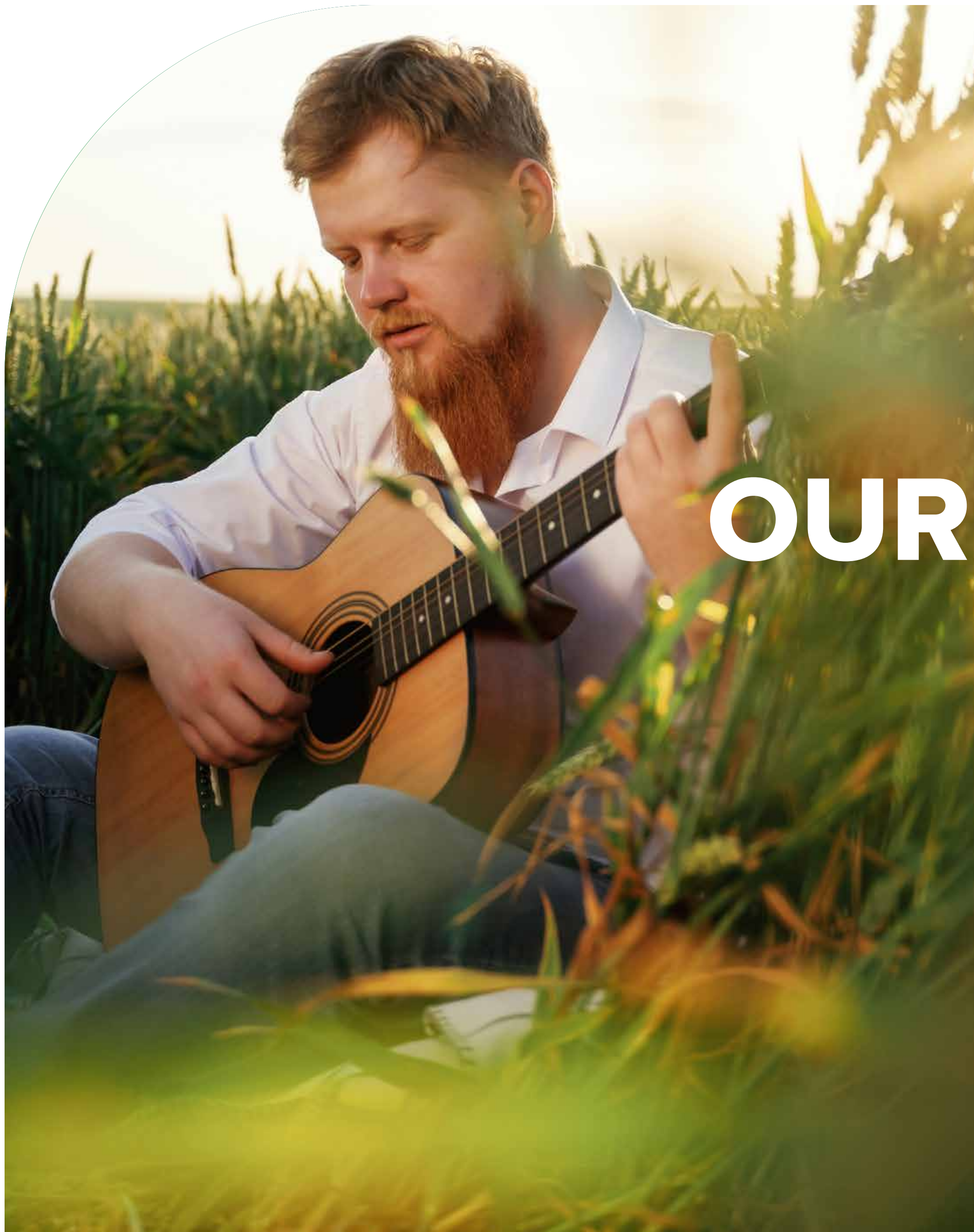
A handwritten signature in white ink on a blue background, reading 'Mike Clem'.

Mike Clem
CEO / President

A woman with curly hair is singing into a microphone on a stage. The background features a large target graphic. The text 'OUR MISSION' is overlaid on the left side of the image.

OUR MISSION

Our mission is simple — to always do the right thing. Whether for our customers, our visitors, our fellow employees, or our business partners, our goal is always to exceed expectations and to conduct ourselves with integrity, honesty, and respect for others. Our heart for all those we serve starts in our own backyard and extends to communities all over the world.



OUR

ENVIRONMENT

Our dedication to serving others inspires us to thoughtfully manage our resources and minimize our environmental footprint.

From reducing packaging waste to enhancing energy efficiency in our facilities, we continuously seek innovative ways to protect the planet and build a more sustainable future.

We Take *RECYCLING* Seriously

Taking care of the future means being thoughtful about the resources we use today. We work every day to reduce waste and to ensure materials are reused, repurposed, or responsibly recycled.



797 tons
of cardboard



43 tons
of plastic



40 tons
of scrap metal



20,966
wooden pallets



24 tons
of e-waste



20,000 lbs.
of paper
equivalent of saving 133 trees



21,000
gallons of water saved through
water conservation efforts

3,201 lbs.
of strings

In 2025, our Guitar Workshop recycled 372,194 strings through our partnership with D'Addario.

D'Addario **play
back** <<<

82% YOY
decrease

driven by partnerships with our vendors to decrease the amount of plastic packaging entering our supply chain



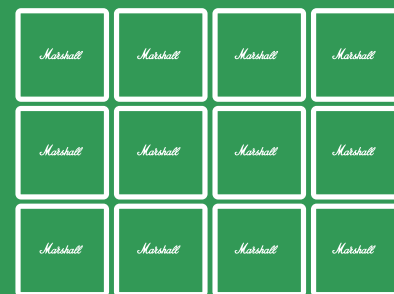
In 2025, 93,000 feet of solar panels on our Fort Wayne Fulfillment Center generated over

1.3 million kilowatt hours of electricity

Additionally, our onsite generator optimization delivered energy savings equivalent to an additional 700,000 kWh.



Powering **130** US homes for a year



Playing a Marshall stack at full volume for

160 years



Saving the same amount of carbon as planting over

15,000 trees



Our campus headquarters in Fort Wayne was one of the first 200 buildings in the entire world to become LEED Platinum Certified by the United States Green Building Council, and our commitment to environmental sustainability doesn't just stop there.



Our LED transition initiative has led to our Fort Wayne campus now being **85% LED powered** . . . and on our way to 100%.



OUR

SUPPLY CHAIN RESPONSIBILITY

As a leader in the music retail industry, we believe it's our responsibility to partner with and inspire other companies to make a meaningful impact. True progress happens when we collaborate with those who share our commitment to people, to their communities, and to the planet. Doing the right thing isn't just a promise — it's a standard we uphold for ourselves and encourage across the music industry, shipping, manufacturing, and beyond.

Caring for Communities Together

In 2025, we partnered with our vendors to explore how impact extends far beyond the business itself. Together, we celebrated the many ways our industry partners are already giving back to hundreds of communities throughout the US and beyond through philanthropy, volunteerism, and community-driven initiatives that make a real difference.

But we didn't stop at celebration. We also encouraged and shared resources with our partners to help them dream even bigger and find new ways their people, products, and passions can serve others. Because when we all lead with purpose, our collective impact grows exponentially.

Our partners continue to give generously to dozens of organizations through donations, sponsorships, and in-kind contributions of gear, services, and expertise, proving that when generosity is shared, everyone benefits.

92%

of survey respondents are actively involved in community-focused initiatives such as volunteering, charitable giving, or education programs



40%

of organizations offer paid volunteer time so employees can give back during the workday

We saw a wide range of creative giveback initiatives, including:

- A benefit concert for LA fire victims
- Participation in Make Music Day
- Supplies giveaway for unwed single mothers
- A company charity bike ride to support MusiCares
- A local playground construction project
- Volunteering in a local school district
- ... and many more!





OUR

PEOPLE

Our team members are at the heart of the Sweetwater Difference. By prioritizing their wellbeing and success, we create a ripple effect — empowering them to deliver exceptional service and drive positive impacts for everyone we serve. When our people thrive, our entire community benefits.



“The people I work around are like family to me. My manager truly believes in me and cares for my wellbeing.”

2025 Inspiring Workplaces

Ranked as a Top 10 North America Inspiring Workplace and Top 15 Global Inspiring Workplace
also recognized as Best in Class for Wellbeing & Inclusion



Newsweek's America's Best Customer Service

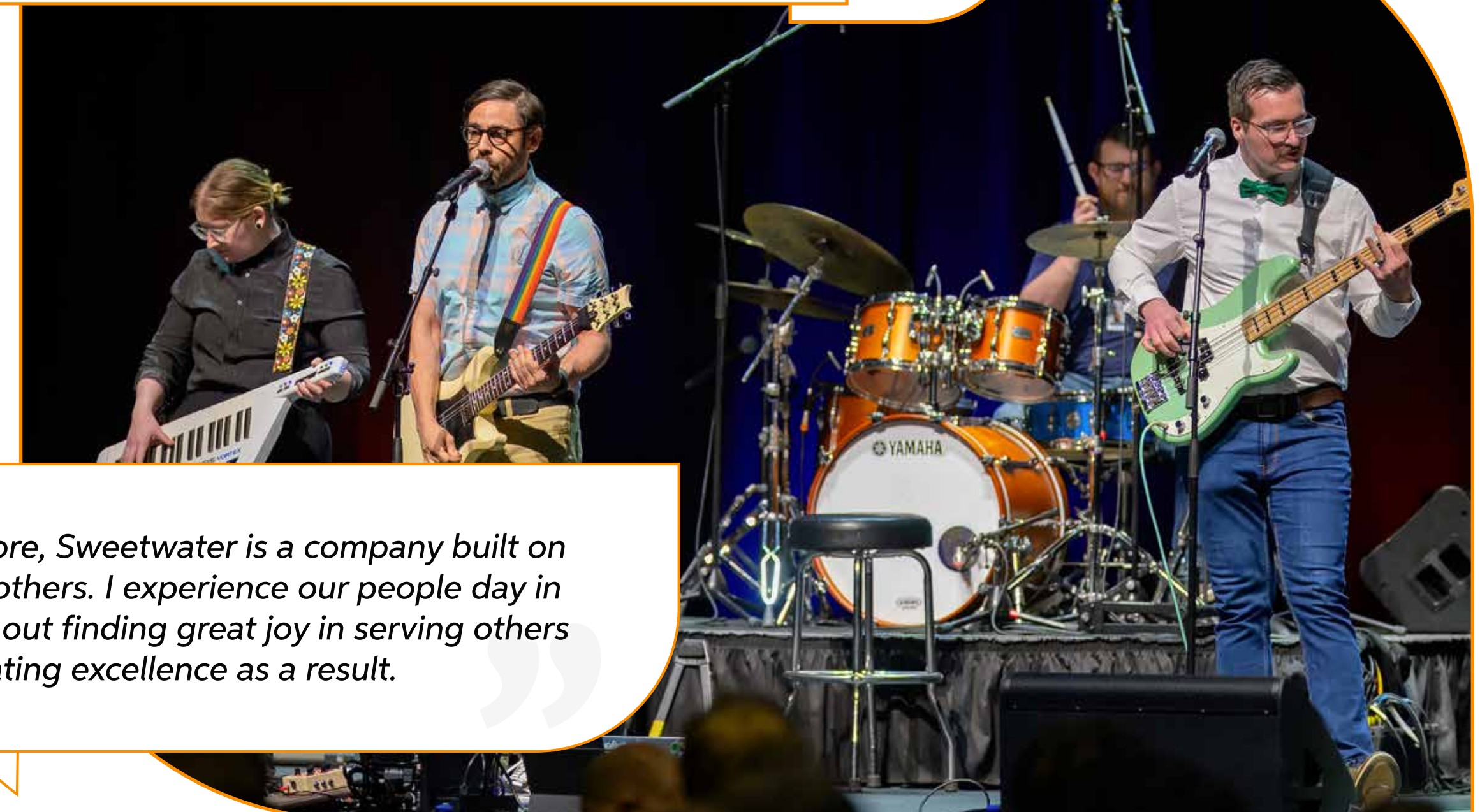
Ranked #1 in the music industry and #8 across all industries

An Award-winning Culture

In 2025, we received **13 Comparably Awards**, including Best Company Culture, Best Company Perks & Benefits, Best Company Career Growth, and Best Company for Diversity.



Comparably Awards are based on current employee sentiment feedback and are given to only the top 100 employers from among 70,000 companies.



“At our core, Sweetwater is a company built on serving others. I experience our people day in and day out finding great joy in serving others and creating excellence as a result.”

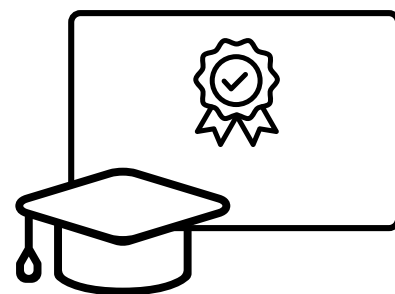
Continued Investment in Leadership & Employee Growth

In 2025, Sweetwater continued our commitment to providing professional development opportunities to our employees and our leaders through multiple programs, including our Management Development Program (MDP), Leadership Fundamentals, Women's Development Program, and Leadership Coaching through BetterUp.

38%
increase in
internal promotions

Our Training & Development team designed and published 82 virtual learnings for upskilling in many different skill areas. The continued development of opportunities for upskilling contributed to a **38% increase in internal promotions**.

57%
increase in YOY Women's
Development Program graduates



95%
of current leadership are MDP
graduates (375 employees)

Leadership Fundamentals Program

In 2025, we added the Leadership Fundamentals Program for high-performing employees who have a desire for long-term growth, equipping them with the knowledge, skills, and habits that distinguish strong leaders.

Overall, I have loved this program! I particularly appreciated the section on decision-making and time management. It really opened my eyes to the multiple ways to organize decision-making, the pitfalls of leadership we may see, and how to deal with them.



I'm learning a lot, not only from the facilitators but from the peers around me, and I love that! I love working with people outside my department to solve problems or to help improve service so they can deliver a better customer experience . . . I love that Sweetwater invests in its people and wants its team to be the best version of themselves!



Employee Wellbeing and Social Events

In 2025, we hosted over 30 wellbeing and social events, including family zoo day, Trick or Sweet, our Valentine's Day lunch, our Thanksgiving giveaway, Santa Lunch, our disc golf tournament, our holiday party, and many more. These events created over 10,000 meaningful connections with employees and their families.

Be Well Expo

In 2025, Sweetwater hosted our third annual Be Well Expo, an event that showcases 50 wellbeing partners who support our holistic approach to wellbeing (mental, physical, professional, financial, and social).

34% increase in BeWell Expo attendees
(employees and family members)



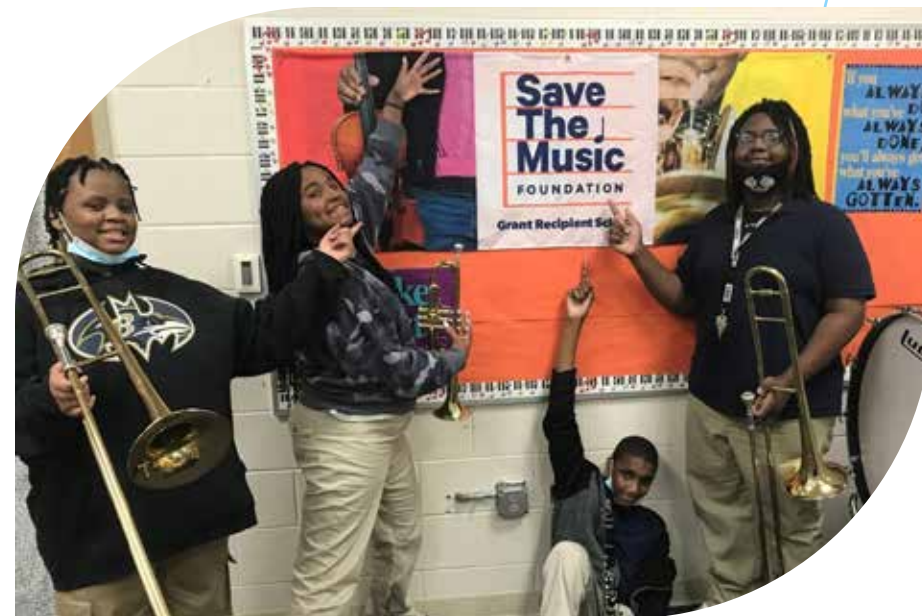


OUR

COMMUNITY

Through partnerships with more than 200 organizations, we worked to create lasting change in communities near and far. For us, making a difference isn't just a goal — it's a fundamental part of who we are.

Photo courtesy of Save the Music.



In 2025, we gave more than

\$1 Million

in funding, gear, and volunteer support
to our partners.



Some photos courtesy of Save the Music, Easterseals Northeast Indiana, and Free Guitars for Kids.

What Our Partners Are Saying



Our partnership with Sweetwater over many years has been a huge gift to us. They not only help support us financially, but they deeply care about the quality and impact of our work. Many hundreds of our clients have had their lives changed for the better because of the music therapy programs and other efforts they have made possible.

— Donna E., CEO
Easterseals Northeast Indiana



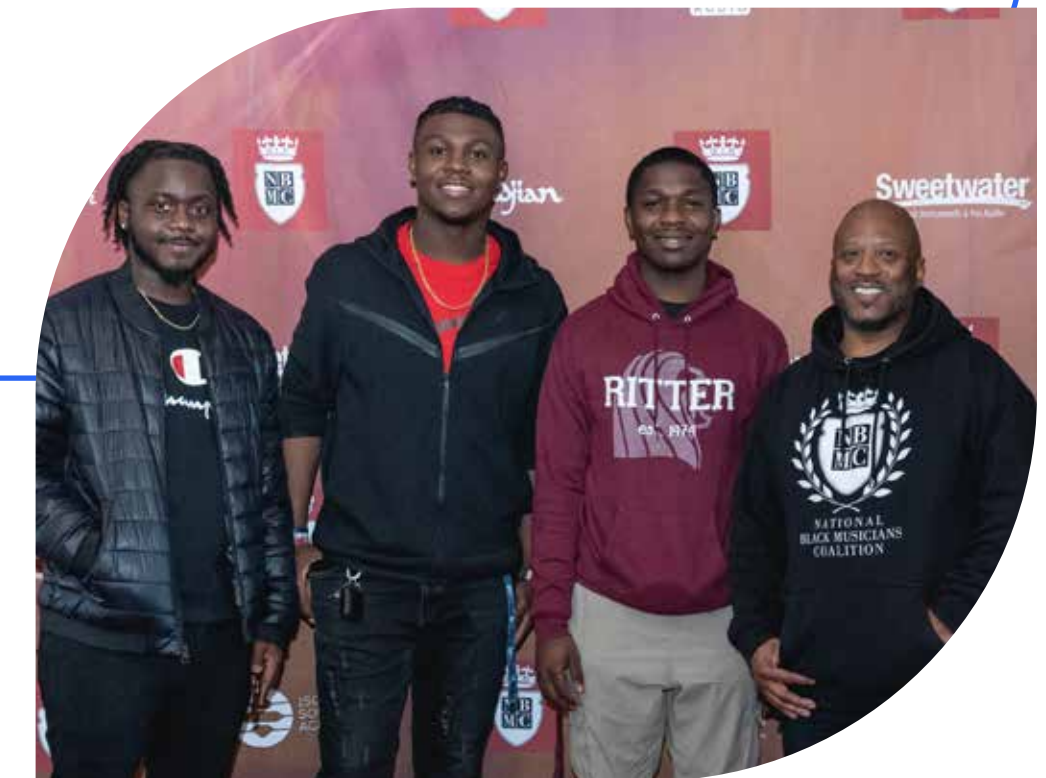
Sweetwater has played a significant role in helping us deepen and broaden the reach of WAM. Because of their partnership, we've been able to impact thousands of women and girls who may not have otherwise had opportunities in music production and the recording arts. I'm grateful for their many years of commitment to us and our cause!

— Terri W., Founder & Executive Director
Women's Audio Mission



Sweetwater has been an invaluable supporter of the NBMC from our launch throughout the organization's evolution. They have consistently walked with us on our journey to build equity and legacy for musicians through education, financial literacy, and community partnerships. They truly engage with their hearts and spend time in the trenches with us as we tackle hard issues and engage in the work necessary to create real change.

— Gordon C., Board Member
NBMC



In 2025, we



helped give out over 200 guitars to kids affected by the LA fires with **Free Guitars for Kids**,



launched a hearing health fund with **Sweet Relief Musicians Fund** to care for musicians,



and put expanded music programs into 42 schools with **Save the Music**.



Sweetwater continued its support and collaboration with **MusiCares Foundation** to present MindfulMay, an annual clinic providing free mental and physical wellness services to music professionals — 2025 was hosted in Nashville, Tennessee.



Sweetwater partnered with **We Make Noise** to host a three-day songwriting and production camp for female artists on-site at Sweetwater Studios.



Turn Up the Volume allows our employees to amplify their voices to directly influence our philanthropic giving by casting votes on key financial contributions, reinforcing our commitment to community impact and shared decision-making.

FIRST PLACE



Guitars for Vets provides free guitars and music lessons to veterans, helping them heal through the power of music.

SECOND PLACE



Give a Note Foundation empowers music educators and inspires students by expanding the reach and impact of music education programs.

THIRD PLACE



Musicians Foundation provides thoughtful and direct voluntary aid and assistance to professional musicians and their families in times of need.

Other Supported Organizations Include:





Sweetwater®