

SHURE
SOUND EXTRAORDINARY

SHURE

COMPANY
OVERVIEW



SHURE

Sound is our business.

Good sound is fine for some people. But at Shure, we're only interested in delivering sound experiences that immerse and inspire you.

SHURE

Founded in Chicago, IL in

1925

835M+

Global Sales

Manufactured in

**China &
Mexico**

Sold in over

120

Countries around the world



5

Engineering
Centers

30

Offices

SHURE

“We know very well that absolute perfection cannot be attained, but we will never stop striving for it.”

—S.N. Shure

SHURE

Whether you're a musician, audio engineer, lecturer, broadcaster, videographer, AV integrator, content creator, or simply a music lover, Shure has an innovative audio product to meet and exceed your expectations.

SHURE

A History of Audio Innovation



1935

Model 55 Unidyne is the **world's first single-element unidirectional microphone**

1942-44

Shure adopts **strict military standards** for product durability, supporting the Allied war effort with critical gear

1953

The Shure Vagabond 88 is the **world's first wireless microphone system** for performers

1966

Shure launches the SM58, still the **world's most popular vocal microphone**

1990s

Shure builds **market leadership in wireless** microphones and monitoring systems

2003

Shure is awarded a **technical GRAMMY®**

2004

Shure **introduces consumer earphones**

2008

Shure introduces Wireless Workbench 5 software for frequency coordination and system management

2011

PGX-D is Shure's **first all-digital wireless microphone system**

2012

Axient Wireless system introduces comprehensive frequency tools, remote control, and power management

2014

Shure earns **IEEE Milestone Award** for the Unidyne Microphone. Previous recipients include Ben Franklin, Thomas Edison, and Samuel Morse.

2015

KSE1500 are the **world's first electrostatic earphones**

2016

Shure introduces Microflex Advance **array microphone systems** for conference rooms; KSM8 is the **world's first dual-diaphragm dynamic microphone**

2017

Axient Digital Wireless is the new industry standard in reliability, control, and audio clarity

SHURE

Microphones

BETA58A



SM7B



SM58



MV88+



KSM44A



KSM8



SUPER 55



SM57



SHURE

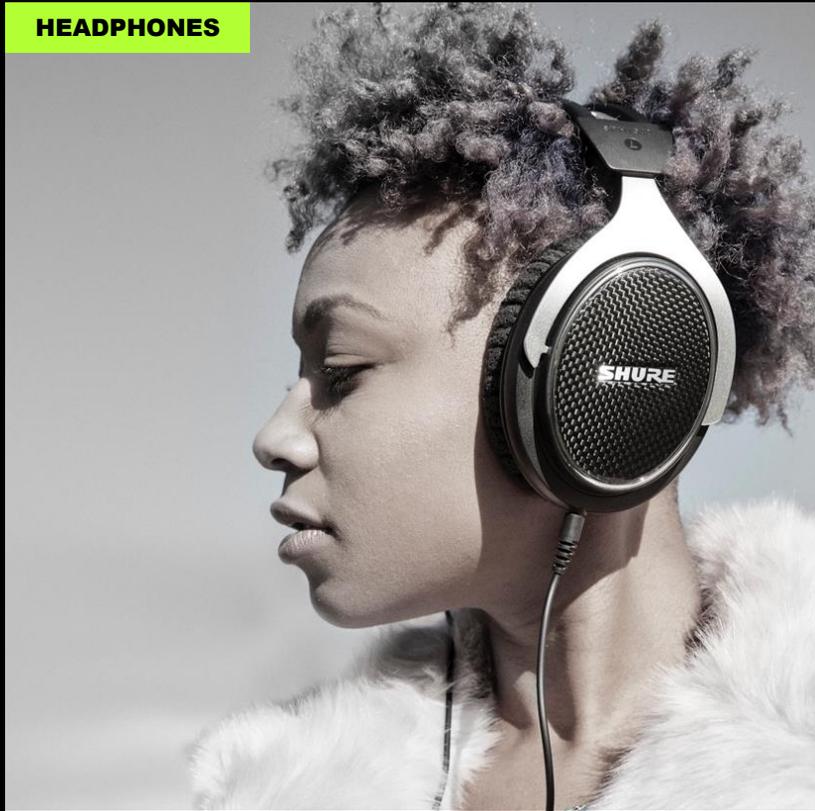
Wireless Microphones & Monitors



SHURE

Headphones & Earphones

HEADPHONES



SE EARPHONES



KSE 1500



SHURE

Conference Room Audio

MXW GOOSENECK



MXA910



MXA310



P300



SHURE

Discussion Systems

MXCW



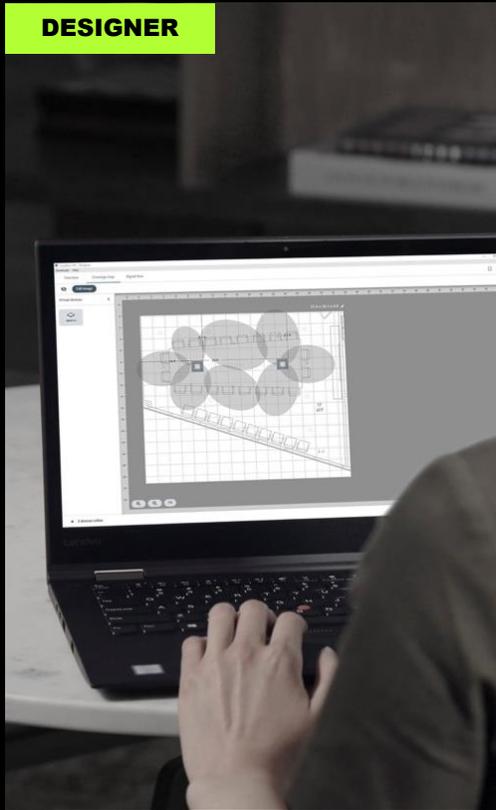
MXC



SHURE

Software Ecosystem

DESIGNER



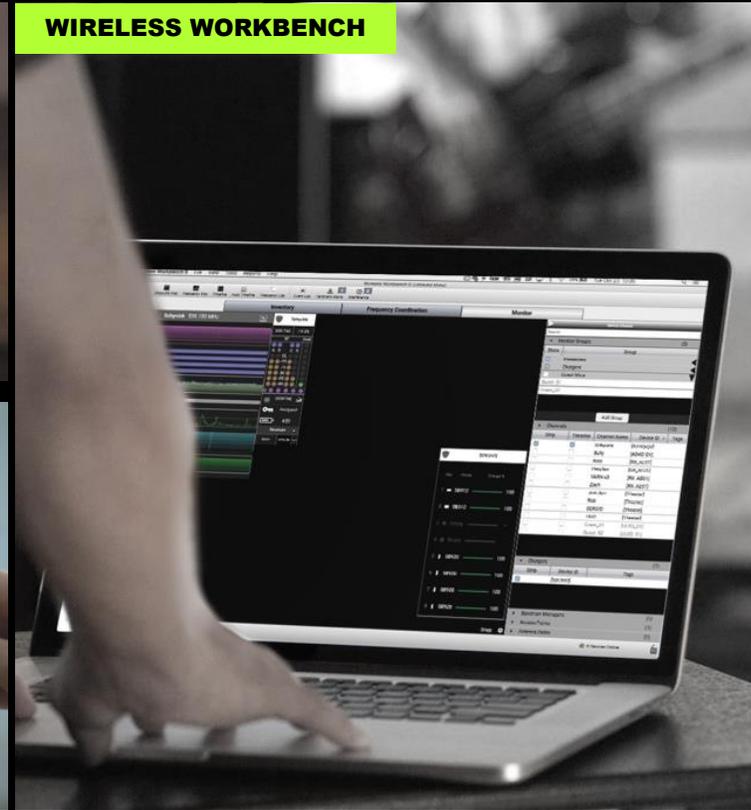
CHANNELS



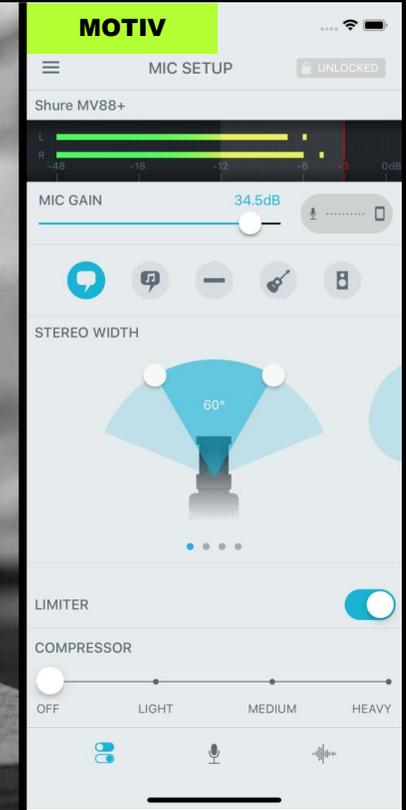
SYSTEMON



WIRELESS WORKBENCH

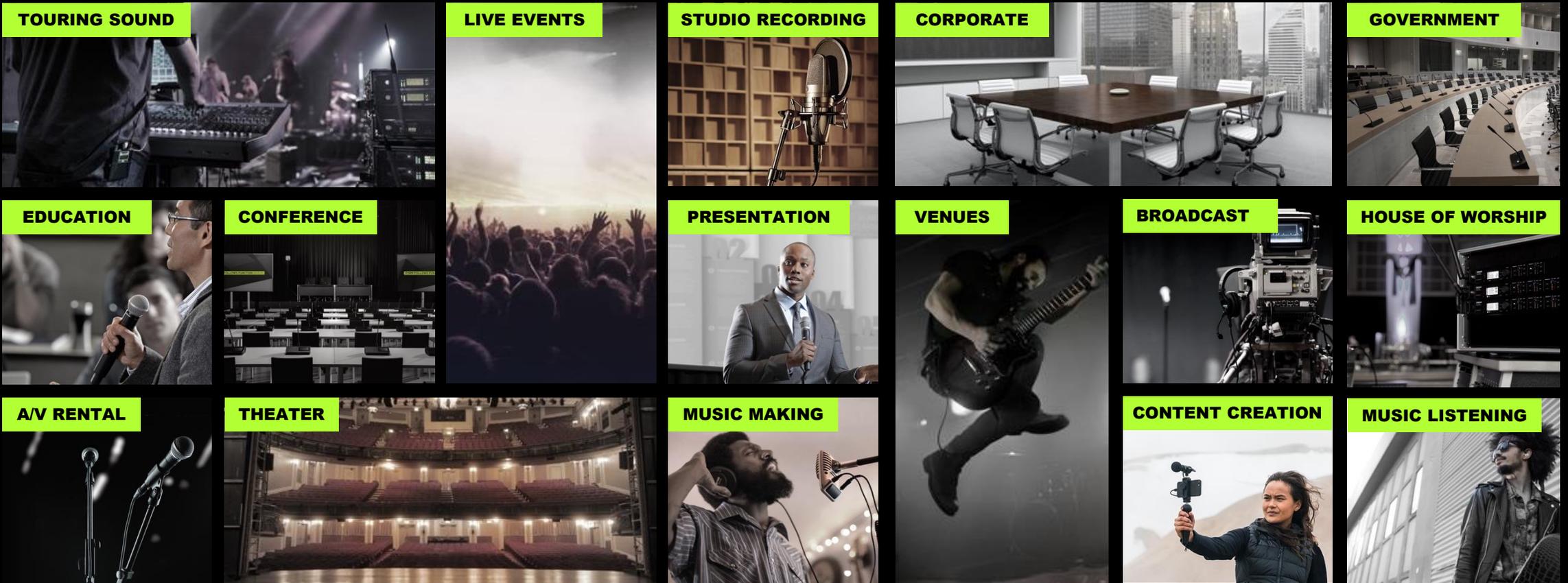


MOTIV



SHURE

Markets We Focus On



SHURE

CE Markets We Focus On

CONTENT CREATION



MUSIC LISTENING



SHURE

**Our products are designed to
outlast and outperform your
highest expectations. They're
not created to be just ok.
They're built to be the very best.**

SHURE

Quality Testing



SHURE

We're right there by your side in every moment that matters – large and small. Have a question? We're always ready to help.

rave
[Publications]
rAve Readers' Choice Awards
Favorite Audio Company category

2013

scn
SYSTEMS CONTRACTOR NEWS

SCN Stellar Service Award

Sales Support you Can Believe In
(Best Sales Operation)

2016

scn
SYSTEMS CONTRACTOR NEWS

SCN Stellar Service Award

The Number You Have On Autodial
(Best Tech Support)

2017

scn
SYSTEMS CONTRACTOR NEWS

SCN Stellar Service Award

Best Use of An Afternoon
(Best Online Training)

2019

scn
SYSTEMS CONTRACTOR NEWS

SCN Stellar Service Award

The Number You Have On Autodial
(Best Tech Support)

2019

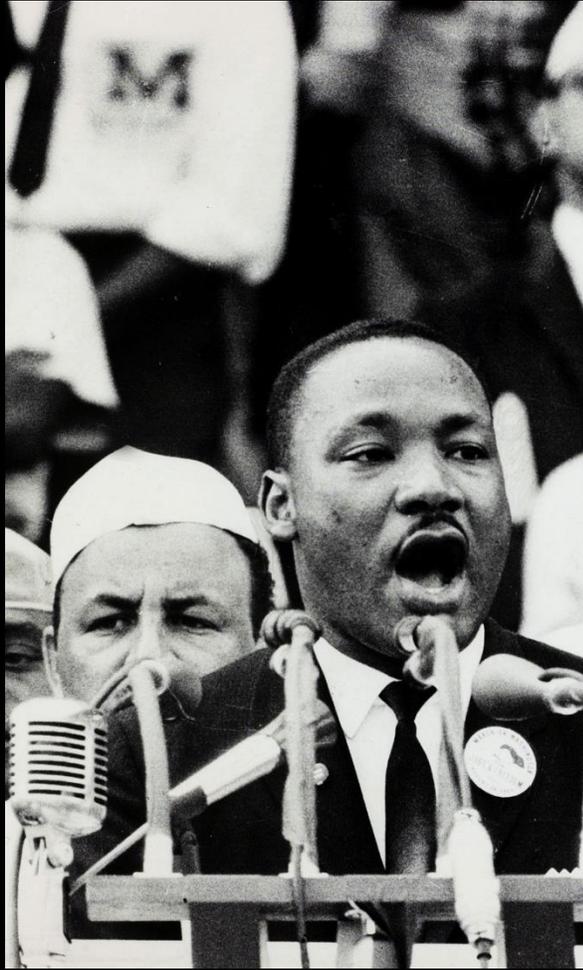
SHURE

When history is in the making – from Elvis to Martin Luther King, Jr., from the GRAMMY Awards to the Olympics – iconic performers, leaders, and communicators trust Shure to deliver their messages clearly, for all to hear.

SHURE



SHURE



SHURE

Recent Awards



Mashable Choice Award
SE846

2014



TWICE CES Picks Awards
MV88

2017



iF Design Award
MV88 & MV51

2017



TWICE VIP Awards
SE215 Wireless Sound Isolating Earphones

2018



Commercial Integrator Excellence in Product Innovation
SystemOn

2018



AV Awards, Audio Product of the Year
IntelliMix P300 Audio Conferencing Processor

2018



Front of House, Gold Star Award, Innovation in Theater Wireless
Axient Digital Micro Bodypack

2019



Winner of Last Gadget Standing
MV88+

2019

2016

Sound & Video Contractor Innovative Product Awards
MXA



2017

NAMM TEC Awards
KSM8



2018

TWICE CES Picks Awards
Axient Digital



2018

NAMM TEC Awards
Axient Digital



2018

Good Design Awards
MV88



2019

Top New Technology (TNT) Awards
Designer 3.1



2019

TWICE Picks CES Awards
KSE1200



SHURE

What's the point of all this engineering and innovation if it doesn't inspire or empower you?

With whatever stage you're about to step onto—be it conference room or concert hall—we empower you with the proven audio engineering you need to experience and make extraordinary happen.



50



AONIC



TW1

AONIC 50

Noise Canceling Wireless Headphone

Tech Specs

- 30 hrs of battery life
- Extended high end clarity
- Unparalleled low-end performance
- 50 mm Premium drivers
- Hi-Res Streaming: 24/96
- Premium on-board DSP
- Premium ANC + controllable environment mode
- BT5.0
- CODECS: SBC, AAC, aptX, aptX HD, aptX-LL, LDAC
- App control w/OTA FW updates
- USB-C cable for charging and playback
- 3.5 mm straight audio cable



SHURE

True Wireless

Tech Specs

- MMCX Pendant Design
- 8 hours battery life
- 3 additional charges from case
- Environment Mode
- BT 5.0
- CODECS: SBC, AAC, Apt-X Support
- App control
- OTA FW update
- USB-C for charging
- Price point and availability pending



SHURE

AONIC



AONIC 215

Sound Isolating™ Wireless Earphones

Clear sound & extended bass



HIGH DEF
DYNAMIC
DRIVER



WIRELESS



3.5 MM



DETACHABLE
CABLE



MIC +
REMOTE



**SEAMLESS
CONTROL**
Take calls,
control music and
activate voice
commands.

CUSTOM FIT
Secure, over-the-
ear design and
choice of sleeves
deliver long-
lasting comfort

**SOUND
ISOLATION**
Blocks outside
noise for
immersive
listening.

Color Variants



Hear it all

SHURE

AONIC 3

Sound Isolating™ Wireless Earphones

Accurate, natural sound



HIGH DEF
BA DRIVER



WIRELESS



3.5 MM



DETACHABLE
CABLE



MIC +
REMOTE



CUSTOM FIT
Secure, over-the-ear or hang down design with choice of sleeves deliver long-lasting comfort

SEAMLESS CONTROL
Take calls, control music and activate voice commands.

SOUND ISOLATION
Blocks outside noise for immersive listening.

Color Variants



Immersive

SHURE

AONIC 4

Sound Isolating™ Wireless Earphones Clarity and Warmth



**HIGH DEF
DRIVERS**
1 BA / 1 DYNAMIC



WIRELESS



3.5 MM



**DETACHABLE
CABLE**



**MIC +
REMOTE**



CUSTOM FIT
Secure, over-the-ear design and choice of sleeves deliver long-lasting comfort

SEAMLESS CONTROL
Take calls, control music and activate voice commands.

SOUND ISOLATION
Blocks outside noise for immersive listening.

Color Variants



True to Life

SHURE

AONIC 5

Sound Isolating™ Wireless Earphones Spacious sound & rich bass



HIGH DEF
DRIVERS



WIRELESS



3.5 MM



DETACHABLE
CABLE



MIC +
REMOTE



SELECT YOUR SOUND

Adjustable
frequency
response puts
you in control.

SEAMLESS CONTROL

Take calls,
control music and
activate voice
commands.

CUSTOM FIT

Secure, over-the-
ear design and
choice of sleeves
deliver long-
lasting comfort

SOUND ISOLATION

Blocks outside
noise for
immersive
listening.

Color Variants



Cinematic

SHURE

SE 846

Sound Isolating™ Wireless Earphones

Extended high-ended clarity & unparalleled low-end performance



HIGH DEF DRIVERS



WIRELESS



3.5 MM



DETACHABLE CABLE



MIC + REMOTE

SELECT YOUR SOUND

Adjustable frequency response puts you in control.

FEEL THE BASS

True sub-woofer performance

SEAMLESS CONTROL

Take calls, control music and activate voice commands.

CUSTOM FIT

Secure, over-the-ear design and choice of sleeves deliver long-lasting comfort

SOUND ISOLATION

Blocks outside noise for immersive listening.



Color Variants



State of the Art

SHURE

SHURE



UNI



BT2



TW1

SHURE



Special Edition
Clear sound +
extended bass

21A042741

AONIC215 TRUE WIRELESS

Sound Isolating™ Earphones



Bluetooth® 5

SHURE

True wireless freedom with Shure quality sound.



Secure
Over-Ear Fit



Detachable
Connection



UP TO 8 HRS
TO 24 HRS
BATTERY
LIFE



Environment
Mode



Push Button
Communication



2 YR
LIMITED
WARRANTY

Environment mode
Answer calls + hear
outside world with
touch of a button.

**Carrying case with built-in
charging station**
Take 3 full charges
on the go.



True wireless
No cords, no wires.
Just pure listening.

**Free ShurePlus™
PLAY app**
Control features
with your device.
(iOS & Android)

Qualcomm aptX

Included
RMCE-TW1 Wireless Adapter Set
215 Detachable Sound Isolating Earphones
Premium charging case
USB Type-C charging cable
Foam & Soft Flex Sleeves (S, M, L)

Specifications
Wireless Connectivity: Bluetooth® 5
Wireless Range: 10 m (30 ft)
Premium Headphone Amp:
Supports Qualcomm® aptX®, AAC and SBC

Deutsch
True Wireless Sound Isolating™ Ohrhörer
mit kabelloser Kommunikation und
Fernbedienung

Español
Auriculares inalámbricos True Wireless
Sound Isolating™ con comunicación y
controles de ambiente.

Italiano
Auricolari Sound Isolating™ True Wireless con
controlli ambientali e di comunicazione

Français
Écouteurs sans fil à isolation sonore
avec contrôles de communication et de
l'environnement

Português
Fone in-ear sem fio True Wireless Sound
Isolating™ com comunicação e controle
de ambiente.

Русский
Внутриканальные наушники True Wireless
Sound Isolating™ со встроенной гарнитурой

سماعات الأذن اللاسلكية العازلة للصوت مع تقنية الاتصال و التحكم بالبيئة المحيطة

日本語
完全ワイヤレス高音質イヤホン
マイク・外音取り込み機能搭載

한국어
트루 와이어리스 Sound Isolating™ 이어폰,
통화 지원 및 주변 소리 조절 기능 탑재

简体中文
真无线隔音耳机,
具备通话及环境音效控制功能

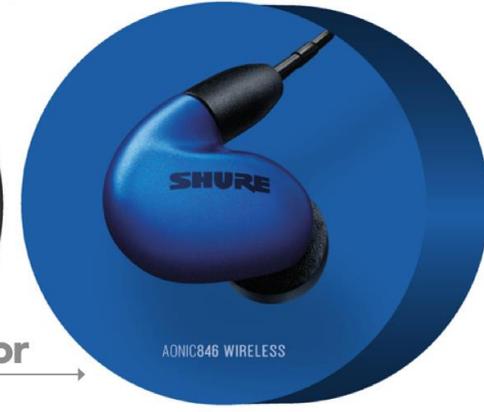
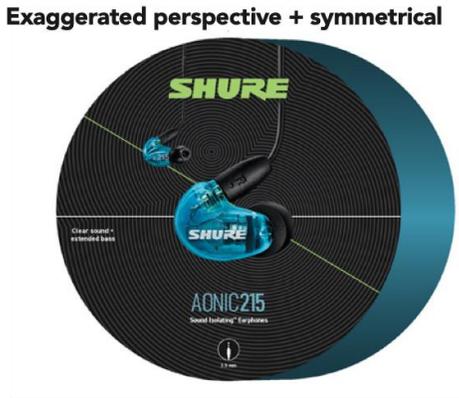
繁体中文
真無線隔音耳機,
具備通話及環境音效控制功能

Designed in USA. www.shure.com ©2019 Shure Incorporated. See shure.com/trademarks 2114714

* Graphics and Imagery are FPO and are not final representations



Exaggerated perspective + symmetrical



or



Headphones



- High-performance headphones designed from the inside out. From professional musicians to audio purists, there's a perfect fit for you
- As the high-performance headphone of choice for the pros, we're now beloved by audiophiles, DJs and commuters alike. All because we stayed focused on the sound

AONIC 50

Noise Canceling Wireless Headphone

Announced at CES 2020

Tech Specs

- 30 hrs of battery life
- Extended high end clarity
- Unparalleled low-end performance
- 50 mm Premium drivers
- Hi-Res Streaming: 24/96
- Premium on-board DSP
- Premium ANC + controllable ambience
- BT5.0
- CODECS: SBC, AAC, aptX, aptX HD, aptX-LP, LDAC
- App control w/OTA FW Updates
- USB-C cable for charging and playback
- 3.5 mm straight audio cable



SHURE

SHURE

SRH

Headphones

240A



440



840



940



1440



1540



1840



SRH240A

Closed-back headphone

Closed-back headphones offer ambient noise rejection and powerful bass response. Features include compatibility with almost all professional and personal audio equipment and a wide frequency range.

CLOSED-BACK
DESIGN

GREAT SOUND
Wide frequency
range that
delivers full bass,
clear mids and
highs



SHURE

SRH440

Closed-back headphone

Professional closed-back headphones provide strong sound quality with enhanced frequency response for accurate audio playback at any volume. Features include a collapsible design for convenience and portability.

COLLAPSIBLE DESIGN

Allows for easy
transportation



GREAT SOUND

Enhanced
frequency
response delivers
accurate audio
across an
extended range

DETACHABLE CABLE

Cable secured to
ear cup by
bayonet clip for a
reliable
connection

SHURE

SRH840

Closed-back headphone

Closed-back studio headphones offer tailored frequency response, including rich bass, clear mid-range and extended highs. Includes a padded headband and ear cups, a collapsible frame for transport, and a 3 m coiled detachable cable for movement.

COLLAPSIBLE DESIGN

Allows for easy
transportation

GREAT SOUND

Rich bass, clear
mid-range and
extended highs

DETACHABLE CABLE

Cable secured to
ear cup by
bayonet clip for a
reliable
connection



SHURE

SRH940

Closed-back headphone

Closed-back reference studio headphones deliver precise linear signal qualities with tight bass, smooth, extended highs, and minimal distortion. Includes threaded 3.5 mm gold-plated adapter, coiled and straight cable, and replacement ear pads.

COLLAPSIBLE DESIGN

Allows for easy
transportation

LINEAR SOUND SIGNATURE

Smooth high-end
extension with
tight bass and
superior transient
response

DETACHABLE CABLE

Cable secured to
ear cup by
bayonet clip for a
reliable
connection



SHURE

SRH1440

Open-back headphone

Open-back headphones provide full-range audio with detailed highs and rich bass. Features include copper cable with Kevlar reinforced jacket for performance and durability, and dual-exit cables with MMCX connectors for secure connection.

OPTIMIZED IMPEDENCE

For connectivity
to most portable
audio devices



NATURAL SOUND

Open back
circumaural
design promotes
natural audio
response

DETACHABLE CABLE

Dual-exit MMCX
detachable
straight cable

SHURE

SRH1540

Closed-back headphone

Premium closed-back headphones offer an expansive soundstage with clear highs and warm bass. Includes replacement ear pads, 3.5 mm adapter and hard case. Features include individually matched drivers for high audio quality and dual-exit MMCX detachable cables.

**EXPANSIVE
SOUNDSTAGE**
High audio quality
from individually
matched drivers

COMFORT
The Alcantara ear
pads ensure
absolute comfort

**DETACHABLE
CABLE**
Dual-exit MMCX
detachable
straight cable



SHURE

SRH1840

Open-back headphone

Professional open-back headphones provide unparalleled acoustic performance for all critical listening applications. Includes a 3.5 mm adapter, replacement ear pads, cables, and hard case. Includes individually matched drivers for high audio quality.

**OPTIMIZED
IMPEDENCE**
For connectivity
to most portable
audio devices



**NATURAL
SOUND**
High audio quality
from individually
matched drivers

**DETACHABLE
CABLE**
Dual-exit MMCX
detachable
straight cable

SHURE

SHURE

MOTIV

MV88+



MV88



MV51



MV5



MVi



MVL



MV88+ Video Kit

- Made for Vloggers, Filmmakers, Live Streamers, Musicians, Podcasters
- Professional quality portable microphone
- 'Just add phone' for amazing audio anywhere
 - Improved audio quality
 - Real time headphone jack
 - Livestream ready



iOS / Android Apps



In The Box...

- **MV88+ Microphone**
 - windscreen included
 - optional Rycote Fur
- Manfrotto PIXI Mini-Tripod
- Phone Clamp
- Shoe mount mic clip
- 15" cables
 - LTG and USB-C
- Roll-up Bag



In The Box...

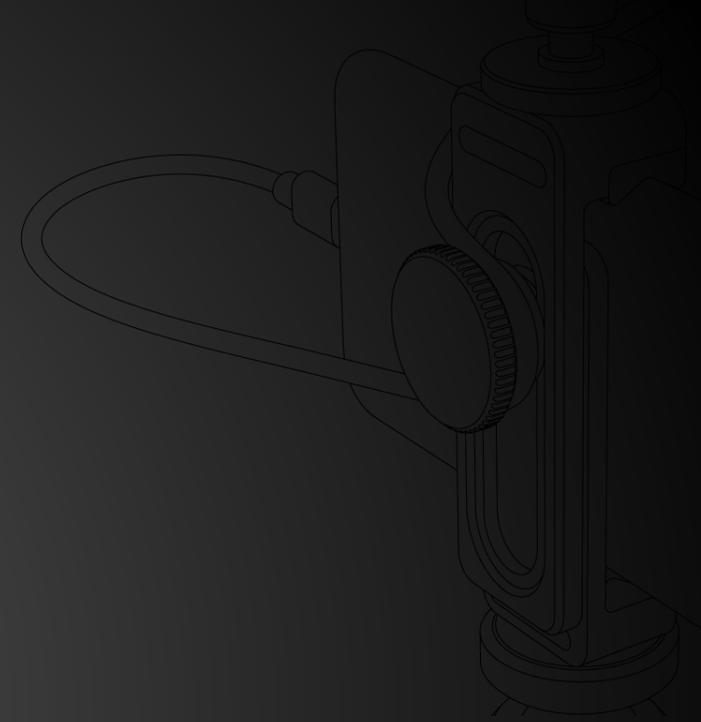
- MV88+ Microphone
 - windscreen included
 - optional Rycote Fur
- **Manfrotto PIXI Mini-Tripod**
- Phone Clamp
- Shoe mount mic clip
- 15" cables
 - LTG and USB-C
- Roll-up Bag



SHURE

In The Box...

- MV88+ Microphone
 - windscreen included
 - optional Rycote Fur
- Manfrotto PIXI Mini-Tripod
- **Phone Clamp**
- Shoe mount mic clip
- 15" cables
 - LTG and USB-C
- Roll-up Bag



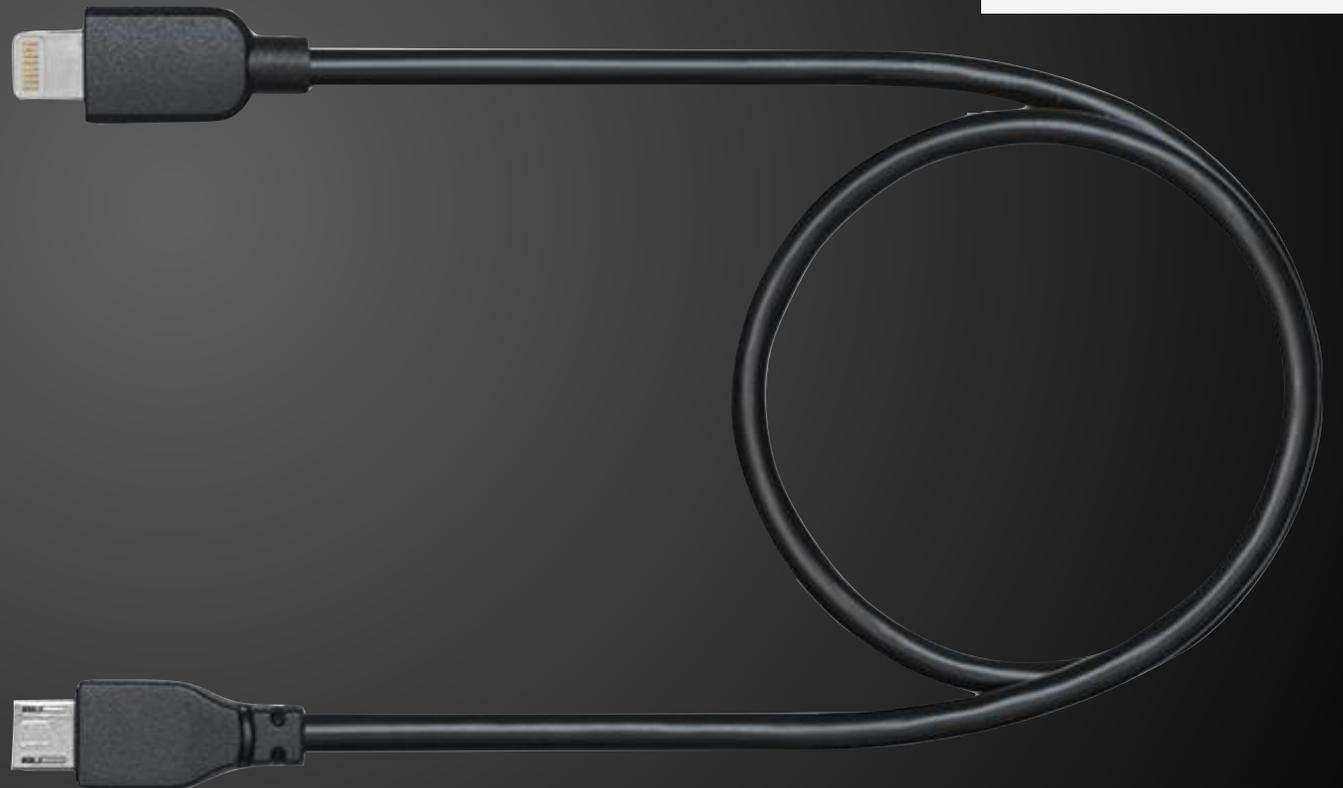
In The Box...

- MV88+ Microphone
 - windscreen included
 - optional Rycote Fur
- Manfrotto PIXI Mini-Tripod
- Phone Clamp
- **Shoe mount mic clip**
- 15" cables
 - LTG and USB-C
- Roll-up Bag



In The Box...

- MV88+ Microphone
 - windscreen included
 - optional Rycote Fur
- Manfrotto PIXI Mini-Tripod
- Phone Clamp
- Shoe mount mic clip
- **15" cables**
 - **LTG and USB-C**
- Roll-up Bag



Lightning
cable

USB-C
cable

In The Box...

- MV88+ Microphone
 - windscreen included
 - optional Rycote Fur
- Manfrotto PIXI Mini-Tripod
- Phone Clamp
- Shoe mount mic clip
- 15" cables
 - LTG and USB-C
- **Roll-up Bag**

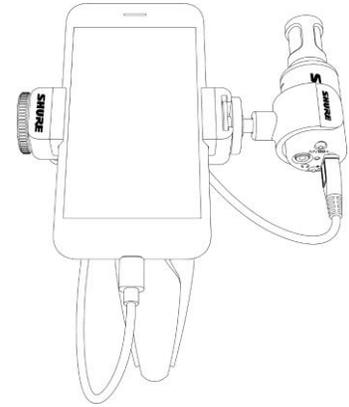
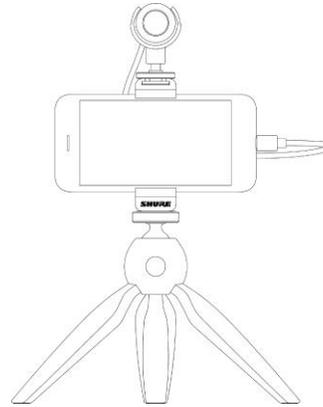
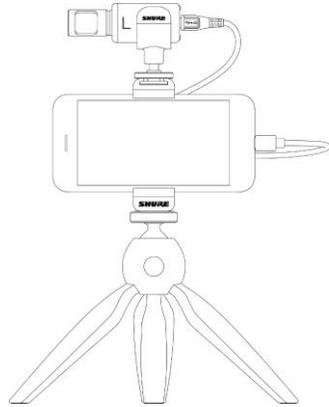
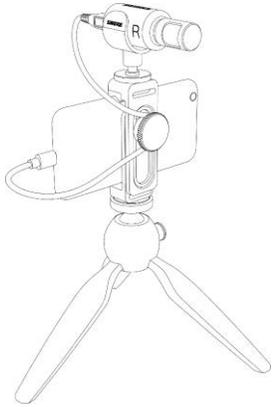


SHURE

MOTIV MV88+ Video Kit



MOTIV MV88+ Video Kit



MV88

iOS Stereo Microphone

Do more with the moment. Capture it.

iOS Apps



PIVOT AND ROTATE

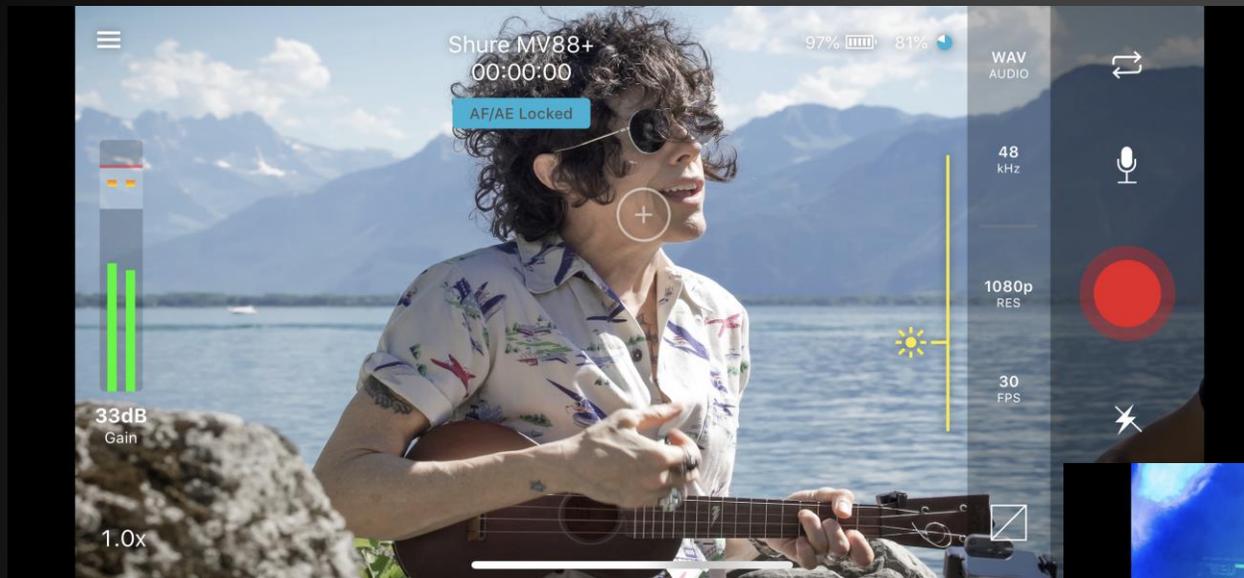
Adjust the 90-degree hinge and rotate the mic head to get the ideal stereo or mono position

LIGHTNING CONNECTOR

No cables required.
Attach to your iOS
device via the
Lightning connector

SHURE

MOTIV Video App



SHURE

MOTIV Video/Audio Apps

9:44

MIC SETUP UNLOCKED

Shure MV88+

L R

MIC GAIN 34.5dB

STEREO WIDTH 60°

LIMITER

COMPRESSOR

OFF LIGHT MEDIUM HEAVY

This screenshot shows the 'MIC SETUP' interface for the Shure MV88+ microphone. It includes a level meter for L and R channels, a 'MIC GAIN' slider set to 34.5dB, a 'STEREO WIDTH' control set to 60 degrees, a 'LIMITER' toggle switch, and a 'COMPRESSOR' control with settings for OFF, LIGHT, MEDIUM, and HEAVY. There are also icons for various audio settings and a microphone icon at the bottom.

9:44

Jazz vocals
WAV 24/44.1 kHz STEREO

480.43 MB
Dec 17, 2018 at 9:43 AM
Recorded with Shure MV88+

00:15:09 -00:15:06

This screenshot displays a recording titled 'Jazz vocals' in WAV format, recorded at 24/44.1 kHz in stereo. It shows a video thumbnail of a jazz band performing, the file size (480.43 MB), the recording date and time (Dec 17, 2018 at 9:43 AM), and the recording device (Shure MV88+). At the bottom, there are playback controls including a play button, a progress bar, and a waveform visualization.

9:44

MY RECORDINGS Select

CVH speech part 1.wav 12/17/18, 9:43 AM	21:56
CVH speech part 2.wav 12/17/18, 9:43 AM	18:50
Guitar riffs.wav 12/17/18, 9:43 AM	25:42
Holiday carols.wav 12/17/18, 9:43 AM	28:34
Interview with Banks.wav 12/17/18, 9:43 AM	34:19
Jazz vocals.wav 12/17/18, 9:43 AM	30:16
Singing solo by Liz.wav 12/17/18, 9:43 AM	9:33
Windy city sounds.wav 12/17/18, 9:43 AM	22:10

Jazz vocals
WAV

This screenshot shows the 'MY RECORDINGS' list in the MOTIV app. It features a list of audio files with their names, recording dates, and durations. The 'Jazz vocals.wav' file is highlighted in blue. Below the list, there is a thumbnail for the selected recording, its name, and format (WAV), along with playback and editing icons.

9:44

Jazz vocals

Trim Split

15:12.12

00 05.29 10.58 16.27 21.56 27.25

Markers

00:00:00.00	Start
00:30:15.65	End

This screenshot shows the editing interface for the 'Jazz vocals' recording. It features a waveform visualization with a red vertical line indicating the current position at 15:12.12. Above the waveform are 'Trim' and 'Split' buttons. Below the waveform are playback controls (play, stop, back, forward) and a 'Markers' section with a list of time points and labels: 00:00:00.00 (Start) and 00:30:15.65 (End).

MV51

Large-Diaphragm Microphone

Sound like you mean it

DIGITAL MIC

iOS or USB, the choice is yours.
Record easily,
wherever you are



FLEXIBLE MOUNTING

Desktop mount or mic stand mount – the choice is yours.
Record how you want, where you want

BUILT-IN DSP

Easily adjust gain, mute headphone volume, and DSP presets from the front touch panel

Compatibility



SHURE

MV5

Condenser Microphone

Now every room is a voiceover room

BUILT-IN DSP
Toggle between
voice or instrument.
Easily adjust
headphone volume
and mute

DIGITAL MIC
iOS or USB, the
choice is yours.
Record easily,
wherever you are



Compatibility



SHURE

MVi

Digital Audio Interface

The studio that goes where you go

BUILT-IN DSP
Easily adjust gain,
mute headphone
volume, and DSP
presets from the
front touch panel



FLEXIBLE INPUT
Combined XLR
microphone and 6.3
mm instrument input

Compatibility



SHURE

MVL

Lavalier Microphone For Smartphone or Tablet

Omnidirectional
Connects to portable
devices for
interviews, and more
with superior
acoustic quality



Compatibility



SHURE

SM7B

Cardioid Dynamic Vocal Microphone

Amazing Vocal Mic for both Broadcast and Recording

FREQUENCY RESPONSE

Flat, wide-range frequency response for exceptionally clean and natural reproduction of both music and speech

WINDSCREEN

Ships with the A7WS detachable windscreen, designed to reduce plosive sounds and gives a warmer tone for close-talk vocals

CUSTOMIZABLE

Bass rolloff and mid-range emphasis (presence boost) controls with graphic display of response setting

PERFECT FOR PODCASTING

Improved rejection of electromagnetic hum, optimized for shielding against broadband interference emitted by computer monitors



SHURE

SHURE

In-Store Presence

2ft Store Display



24"x 27" inline /endcap

3ft Store Display



36"x 24" inline /endcap



VP83 Lenshopper

Camera-mount microphone

LensHopper™ camera-mount condenser microphone allows you to capture detailed audio with ease when video recording with a DSLR camera. It includes a windscreen, a 3-position audio gain switch, switchable low-cut filter, and Rycote Lyre shock mounting.



SHOTGUN DESIGN

Highly directional
supercardiod /
lobar polar
pattern

NO VIBRATION NOISE

Integrated Rycote
Lyre shock
mounting system
to provide
isolation

EASE OF USE

Three position
audio gain switch

SHURE

VP83F Lenshopper

Camera-mount microphone

The VP83F includes a windscreen, integrated digital flash recording, superior RF immunity, an easy-to-read backlit LCD display, 5-position joystick, and integrated Rycote Lyre shock mounting system for isolation from vibration and mechanical noise.



EASE OF USE
Three position
audio gain switch



**INTEGRATED
RECORDING**
Integrated digital
flash recording to
microSD cards,
up to 15 hours of
audio on a 8GB
card

**SHOTGUN
DESIGN**
Highly directional
supercardioid /
lobar polar
pattern

**NO VIBRATION
NOISE**
Integrated Rycote
Lyre shock
mounting system
to provide
isolation

SHURE

SHURE

**INTERCONNECTED
ARTIST CAMPAIGN**



Product Focus



AONIC True Wireless
Earphone Accessory + SE215 Bundle



AONIC 50 Wireless Headphone



SHURE Target Audience



+ MUSIC LOVER



+ COMMUTER



+ AUDIOPHILE



+ MUSICIAN

Develop Overarching Campaign

01 Develop multi-platform marketing plan to drive consumer engagement through every stage of the customer journey

02 Leverage top tier artists to integrate Shure legacy of performance and brand differentiators

03 Define and create tent-pole moments/campaigns/promotions around retail seasonality within the Consumer electronics space (CES, Dads and Grads, and Holiday)

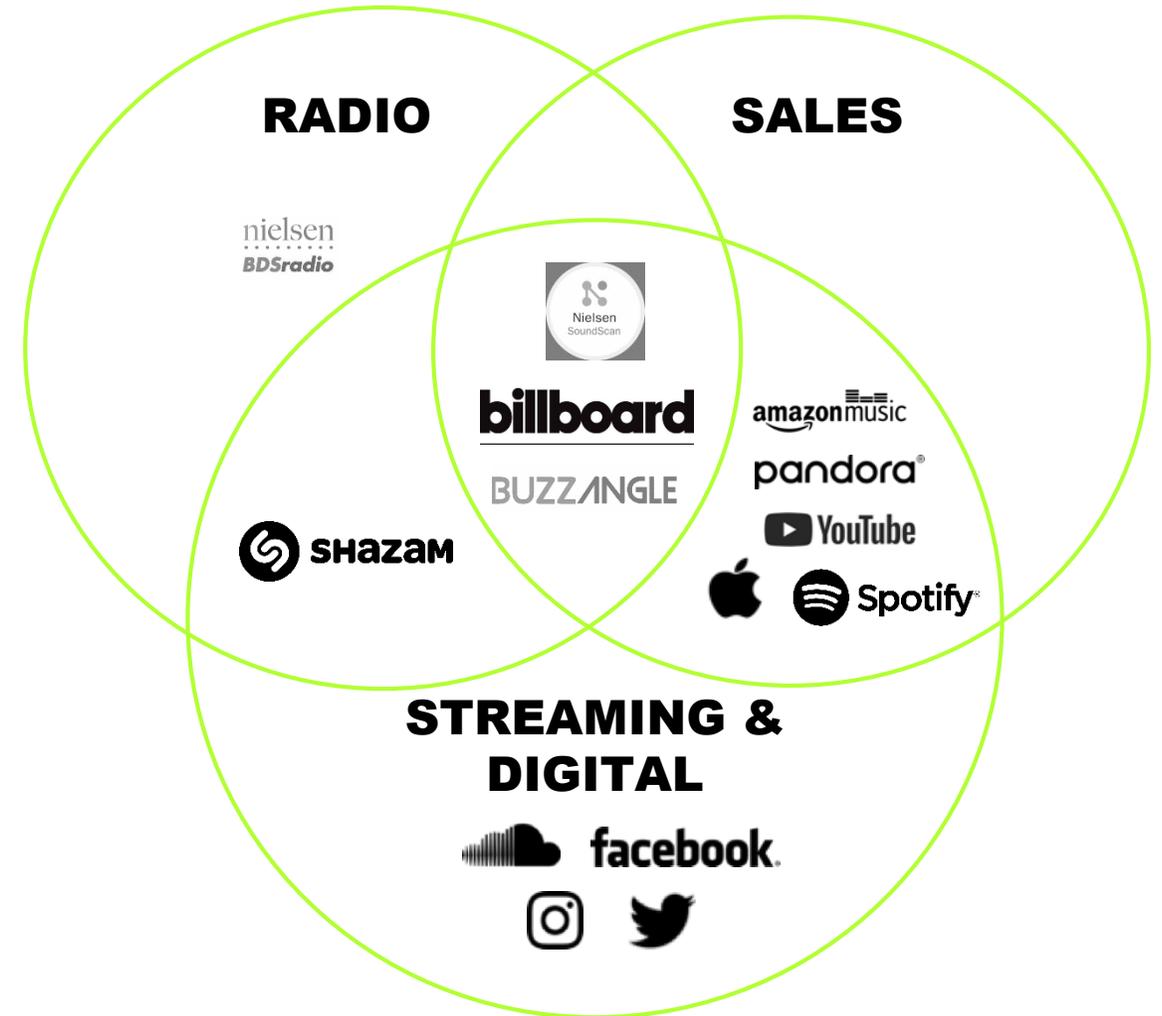
SHURE Identifying Talent:

3 TYPES OF ANALYTICS

THE MUSIC BUSINESS

USES TO DETERMINE A

HIT ARTIST &/OR SONG





Within the respondents who already spent US\$300-499 on their earphone/headphone or planning to do so in next 12 months, 30-49 age group is the majority, below is the table.

USD 300-499	US
16-19	6%
20-24	5%
25-29	15%
30-39	34%
40-49	40%
Total sample	197

The survey also asked the respondents to rate on a statement related to celebrity. “Celebrity and artist endorsements are important to me when making an earphone or headphone purchase.”

This is a rating question from 1-5, 1 means strongly disagree and 5 means strongly agree. Below numbers refer to respondents who rated 4/5 Agree/Strongly agree.

% of positive	US
16-24	21%
30-49	39%

Top Tier Artist



FB/TW/IG Followers: **30.8M**
Avg. Engagement Rate on IG: 5.5%

Followers by country

FB only

US – 7.2M

Mexico – 3M

Brazil – 2.5M

UK – 876K

Monthly Spotify Streams

Streaming Demo :

- 45% male
- 52.5 female
- 2.5% unknown
- 13-17 -5.3%
- 18-24 – 35.8%
- 25-34 – 34.2%
- 45-54 – 7.4%
- 55+ - 3%
- Unknown – 14.3%

Monthly Streams by key cities:

Mexico City – 981,551

Sao Paulo – 706,134

London – 443,709

Los Angeles – 424,652

Chicago – 383,503

- Awareness (53%) is higher than the average (45%)
- Negative Q-score (19%) is lower than the average (24%)

awareness level is higher than Shure's awareness level which is a key factor.



Well-Awarded



**Headlined World Tour
2019**



TV/Film



**Artistry and
Collaboration**



Longstanding Career



**Selective Brand
Partnerships**

SHURE Marketing assets

Asset List

- + :15, :30, :90 videos to be used across social media & digital platforms

Additional Social Media assets:

- ▶ Instagram stories
- ▶ Cinemagraphs

- + Suite of assets to be utilized across social and media buys (including in-store & OOH)

- ▶ Product imagery
- ▶ Artist imagery
- ▶ General campaign lifestyle imagery

- + Rights include:

- ▶ Digital/Online
- ▶ POP – (no cardboard cut outs)
- ▶ Out of Home
- ▶ Industrial (Trade Shows/Events)
- ▶ Consumer Trade Publications
- ▶ Public Relations Materials

What we are getting from the artist

01 4-frame Instagram story

01 Unique Instagram static Post

01 Unique Twitter Post

07 Unique Facebook Posts

50 Autographed boxes of products Worldwide

XX Tickets to Concerts

SHURE

Thank You

SHURE
SOUND EXTRAORDINARY