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The logo features a blue swoosh above the text "AUDIO ENHANCEMENT®" in a bold, sans-serif font. Below this, the word "COMMUNICATOR" is written in a larger, bold, blue sans-serif font.

Team,

Welcome to this week's edition of your AE Communicator, highlighting important updates, progress, and wins happening across the company!

YTD Goal Sales Update

We are currently at **\$17.7M** which is **8.8%** of our YTD \$200M Growth Goal for our paid Christmas Break.

Company OKRs

Objective 1: Accelerate Sustainable Revenue Growth Across All Divisions

KR1: Achieve **10% year-over-year revenue growth**

KR2: Increase **cross-solution adoption by 10%**

(Example: A customer using Audio, EPIC, and SAFE adds InfoView or VIEWpath.)

KR3: Achieve **110% net dollar retention** based on 2025 year-end invoiced sales

Objective 2: Deliver World-Class Customer and Partner Experiences Through Operational Excellence

KR1: Achieve **average NPS of 60+** across internal and external surveys, with emphasis on "Are we easy to work with?"

KR2: Achieve **85% First Time Right installation and deployment success** across all customer projects (on time, in scope, no rework)

KR3: Achieve **85% on-time Opportunity for Improvement (OFI) completion**

Customer Impact

Each edition, we share a story that highlights the real-world impact of our solutions in classrooms.

We recently received the following feedback from a teacher in Kentucky using **Clear Connect** and **BEAM**:

"The amplification system has already made a noticeable impact in our classroom. Students love the microphone and hearing the amplification. It has been amazing to see how much better they can hear both instruction and their peers when sharing with the class.

This system has been especially meaningful for one of my students who has only one functioning ear. She loves using the system and has been asking more questions about her

disability. It has been wonderful to encourage her to advocate for herself and her hearing needs, and her caregivers were extremely grateful for the support.

The translation feature is also much more user-friendly than the tools we previously used. I've already seen confidence beginning to grow in one of my students as he practices using it.

Overall, the benefits in student access, confidence, and communication strongly outweigh the minor challenges.”

Stories like this reinforce why our work matters — improving access, confidence, and communication so every student and teacher can succeed.

HR

Welcome New Team Members

Started February 16, 2026

Halie Soulis – Sales Support Supervisor – GA

Jarom Huntsman – Site Reliability Engineer – UT

Starting March 2, 2026

Cat Hoffman – Sales Support – UT

Ricky Pacheco – Inventory Control Clerk – UT

Workspace Etiquette

To maintain a positive and productive work environment, please be mindful of shared spaces: Thank you for helping ensure our workplace is professional, comfortable, and productive for all team members.

- Be considerate of strong food odors and fragrances. A light, pleasant scent is fine, but avoid overpowering aromas.
- As a reminder, please enjoy your **meals** in the **Breakroom**, snacks can be enjoyed at your desk.
- Keep phone volumes and other sounds, such as repetitive noises, tapping, or music, at a level that does not disturb others.
- Limit decorations to your assigned workspace. Photos, plants, and motivational items are welcome, but avoid extending them into common areas.

Time Off Request Changes

We're excited to share an update that will make requesting and tracking time off in Paylocity clearer and more consistent for everyone. As part of this improvement, the “Short Notice” option will no longer be available. Moving forward, there will be two simple options when requesting time off, or when your manager adds time to your timecard.

Time off helps ensure both employees and the company can plan ahead and continue operating smoothly. All time off must be properly requested, communicated, and recorded in Paylocity so schedules, payroll, and coverage can be managed accurately.

Planned Time Off

Time off requested at least 72 hours in advance, with a preference for two weeks' notice.

Requests must be submitted in Paylocity and approved by your manager.

Unplanned Time Off

Time off taken with less than 72 hours' notice. Please notify your manager and HR as soon as possible, and enter the request in Paylocity under Unplanned Time Off.

If you have questions, please reach out to HR.

Salesforce Update

We continue to make steady progress on our Salesforce rollout. In addition to the core **Sales, Service, and Field Service modules**, we have successfully deployed **Propel (PLM)** to strengthen product lifecycle management and cross-functional change control.

We have also procured **SurveyMonkey** as our enterprise survey platform to support OKR measurement and feedback initiatives. SurveyMonkey will be integrated with Salesforce in the coming weeks, enabling survey data to tie directly to Objectives and Key Results and improving visibility into performance and outcomes.

All company and departmental OKRs are now housed within Salesforce. Work is underway to expand visibility so teams can clearly see their own progress as well as how other departments are tracking against their Objectives and Key Results.

Continuous improvement efforts remain active across all deployed Salesforce modules, including Sales, Service, Field Service, and Propel. As dashboards and reporting capabilities are built out, additional system and process enhancements are being incorporated into ongoing improvement efforts.

Sales Support Updates

- Preston Winn now has Cassidy Richards as his Sales Support.
 - Watson Ritchie now has Ines Ngoga as his Sales Support.
 - AJ Simon now has Debbie Bee as his Sales Support.
 - Emma Waschbush now has Sophia Rambo as her Sales Support.
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Culture Team

Be on the lookout for **Spring Bingo** and our **annual March Madness Competition** — stay tuned for more details .

Congratulations to **Debra Mander** and **Francisco Ceja** on celebrating their **5-year work anniversaries** this month. Thank you for your continued contributions and commitment to Audio Enhancement.

Congratulations also to **Alan Dougherty** and **Tasia Hobson**, our most recent **Customer Obsession Award** recipients.

Alan stepped in during a critical phase of the Glenforest Secondary School project, providing responsive guidance and ownership that kept the team aligned and progress moving forward.

Tasia consistently demonstrates patience, accuracy, and technical expertise while managing complex orders, ensuring a smooth experience for both internal teams and customers.

Coming Soon!

You will soon notice a chair cover placed on one of the chairs in each conference room across our offices. This chair will represent the **Customer Voice** — a reminder that the people we serve should always be part of the conversation as we meet, collaborate, and make decisions.

Keeping the customers top of mind helps ensure our work stays aligned with our purpose and the impact we want to create. Thank you for helping reinforce that focus in your discussions and planning.



Innovations

Recent releases and updates include:

ECO 206: Enabled sales of wall plate PA-0166 with passthrough HDMI and 3.5mm audio connectors.

ECO 213: Updated InfoView display VESA mount screws to a longer version with washers for improved mounting stability. Warehouse inventory will be reworked accordingly.

ECO 221: ITC-1 firmware 219 released. Adds ghost button press improvements previously introduced for ITC-2, although issues have not been observed on ITC-1.

Feedback

We want your input to keep the AE Communicator relevant and helpful. Share your suggestions for topics, improvements, or ideas for future editions using the link below. Your feedback helps us keep everyone informed, aligned, and connected.

<https://forms.monday.com/forms/a21f7bcb5130f2e190be61fb97535642?r=use1>

Thank you for taking the time to read the updates and for all you do to make our teams and classrooms successful.