



PRESS RELEASE

B&C Speakers and RARA Factory: strategic partnership to develop rare-earth-free magnetic materials using artificial intelligence

Bagno a Ripoli (FI), 9 July 2026 – **B&C Speakers S.p.A.**, an international group that designs, manufactures and markets electroacoustic transducers for professional use, listed on Euronext STAR Milan (BEC), announces a strategic partnership with **RARA Factory**, a deep-tech startup that develops new advanced materials through a proprietary platform based on artificial intelligence, automated synthesis and advanced characterization.

The agreement provides for an initial phase of **six months of research and development**, co-financed by B&C Speakers, aimed at designing new **custom-made** magnetic materials for its own applications. The goal of the collaboration is to develop a new generation of high-performance magnets that are **free of rare earths**, identifying new alloys able to deliver the performance required by professional transducers and to help reduce dependence on critical raw materials.

At the end of the development phase, B&C Speakers will benefit from an **exclusivity** in the electroacoustic transducer sector lasting **five years, renewable for a further five**.

Founded in 2024, **RARA Factory** has developed and patented a proprietary platform that integrates three phases of the materials discovery process into a single workflow: **Compute, Create, Characterize**. In the first phase, proprietary artificial intelligence algorithms explore the vast space of possible element combinations, identifying new alloys with the desired properties. The most promising formulations are then synthesized through a high-throughput automated platform, which verifies their real producibility. Finally, the materials are characterized using advanced, proprietary techniques to validate their physical properties, confirm the model's predictions and feed a proprietary database that makes the system progressively more accurate.

In less than a year of operation, RARA Factory has already produced and characterized more than **26,000** new synthetic materials, representing training data for AI that is unique in the world. The entire process and all the data are proprietary, and thanks to this approach several innovative magnetic alloys have already been identified, showing characteristics that are particularly promising for applications in the electroacoustic transducer sector. The collaboration with B&C Speakers aims to further refine these materials and represents one of the first industrial applications of the platform in the field of custom-developed magnetic materials.

"This agreement confirms the uniqueness of the process developed by RARA Factory, an artificial intelligence that is grounded in real data and that drives a real process, in which the new materials do not exist only on a computer but are actually synthesized and measured with unrivaled efficiency on the international scene. The fact that a demanding market leader like B&C Speakers chose us is a recognition of the soundness of our approach, because it comes from a company with the expertise to properly assess it" said **Stefano Bonetti, Founder and Chairman/CTO of RARA Factory**.



"The partnership with B&C Speakers is the first industrial validation of our technology, a leader in its own segment choosing RARA Factory to reduce dependence on rare earths in a real product line. A clear demonstration that our approach meets market demand where qualification cycles and performance specifications allow no compromise, and it is the first industrial link in a value chain we are building between research, innovation and enterprise" said **Michele Bugliesi, Founder and CEO of RARA Factory**.

"For B&C Speakers, this partnership represents a strategic investment in the search for materials capable of supporting the technological evolution of our products. The ability to develop magnetic alloys designed around the specific needs of our applications, through an approach based on artificial intelligence, opens up new prospects for innovation", said **Lorenzo Coppini, CEO of B&C Speakers**. *"We chose RARA Factory because it has developed a technology platform capable of accelerating the discovery and validation of new materials. A collaboration that strengthens our ability to innovate in a highly specialized sector such as electroacoustic transducers"*.

This press release is available on the website <https://www.bcspeakers.com/en/news-press/news>

B&C Speakers

B&C Speakers S.p.A. is an international group that designs, manufactures and markets electroacoustic transducers for professional use, key components of sound reinforcement systems (loudspeakers) intended mainly for professional audio system manufacturers. The Group employs approximately 353 people, around 10% of whom are engaged in Research and Development, and carries out design, manufacturing and quality control activities at its facilities in Florence, Reggio Emilia, Eminence (Kentucky, USA) and DongGuan (China). Products are marketed under the Group's B&C, 18SOUND, EMINENCE and CIARE brands. A significant portion of production is developed in collaboration with customers based on dedicated application specifications. B&C Speakers is also present in the United States and Brazil through controlled companies that carry out commercial activities

RARA Factory

RARA Factory S.r.l., a deep-tech spin-off of Ca' Foscari University of Venice founded in July 2024, develops advanced materials free of rare earths and other critical materials for strategic industrial applications. The initial focus is on electric mobility, renewable energy and professional audio, but it is extendable to any application. The proprietary technology, a patented algorithm that combines materials physics with generative artificial intelligence, identifies alternative materials starting from elements that are readily available in nature, with properties equivalent to or better than those of traditional materials. The company is based at the VEGA Science and Technology Park in Marghera (Venice), with a team of 10 people dedicated to research and development. In December 2025 it closed a seed investment round funded by Primo Capital SGR, CDP Venture Capital SGR, Motor Tech Accelerator S.r.l. and a group of Business Angels.

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