



**Believe records highest ever top independent artists and labels signings  
including James Morrison, Communion, Sabaton, and Cr2  
against major competition**

**Paris, May 20, 2021** – In Q1 2021, Believe announces a raft of new signings of key independent artists and labels in all 50 countries where the company operates strengthening the already market-leading roster.

The global top artists **James Morrison**, the heavy metal titans **Sabaton**, and **Fumez The Engineer**, with his viral **Plugged-In series**, are among the many independent artists to choose Believe to accelerate their career. Other new members of the Believe family include UK labels **Communion Records** – the current home of artists Laurel, Bear's Den and Lucy Rose, having previously helped launch the careers of Ben Howard, Michael Kiwanuka and Catfish and the Bottlemen – **Cr2 Records** – the leading global dance group releasing hits from the likes of Carl Cox, Nile Rodgers, as well as Eric Prydz – and **ZPR Media**, one of the fastest-growing new labels and among the biggest media platforms in Poland.

*“From our first conversations I was impressed with Believe's ambition and their progressive perspective on the global marketplace. Believe also demonstrated a great understanding of Communion Records' past and shared our excitement about where we are going next. We are already doing great work together on behalf of the artists Communion is in partnership with and look forward to doing much more.”* says **Jamie Emsell, Managing Director, Communion Music Group**. While **Mark Brown, Cr2's Founder and CEO** adds: *“I am hugely excited about our global distribution deal and partnership with Believe. After 18 years of Cr2 Records being a self-releasing record label, I felt the time was right to partner with Believe to expand and grow the label globally while remaining independent. We're thrilled to be working with the Believe team and we look forward to a successful 2021 and beyond.”*



*“We have signed more artists and labels coming from traditional major record labels than ever in our history. Those successes illustrate the accelerated change in the artist and label market. Artists and labels are seeking a different kind of relationship, a digital-first expertise to develop their release at a time when digital now represents*

*the majority of their revenues and better economics. Believe offers that model and that is making us attractive.” says Denis Ladegaillerie, Founder and CEO of Believe.*

*"In signing to Believe, James [Morrison] recognised a modern, young, dynamic international company with ambitions to match his own. Believe was respectful of James' successful history and excited about the next phase of his career. We are very much looking forward to seeing the full Believe team in action." says Paul McDonald, Closer Artists*

The Q1 period has been the most prolific quarter since the inception of Believe, proving that its unique model is ideally positioned at the core of the transformation of the music market to attract more and more emerging to established artists and labels, and to succeed in retaining top local artists and labels.

### **A new model to support the rise of independent artists and labels**

This phenomenon has been observed in all countries, inking unrivalled deals with top artists signings as well as the best established and innovative new labels showing the ever-growing attractiveness of Believe as markets go digital. This accelerating trend especially extends to new digital music markets across the world and is best illustrated by recent successes in Asia and in Russia or Eastern-Europe.

**In Q1 2021, in South East Asia only, more than 350 new independent artist and label partners joined Believe**, an unprecedented number. They include **Wut Pabon**, one of the biggest artist from **South Thailand**, playing the local countryside pop genre, with 1M subscribers on YouTube. **Lil Vinceyy** signed directly to Believe after his breakout hit “Chinita Girl” broke viral records on TikTok in 2020, on the back of a viral challenge #chinitagirl that garnered 329.7M views in the **Philippines**. **Architecture in Helsinki**, the iconic **Australian** indie pop band recently joined to consolidate its entire back catalogue. **Lovels**, one of the biggest independent labels in **Thailand**, previously signed to Warner, or **TMP**, home to 1096 Gang, the biggest **Filipino** breakout rap collective of 2020 who chose Believe for more transparency.

In Russia, new signings include top-10 pop artist **Tima Belorusskih**, a 22-year-old singer-songwriter from Belarus, **Hungary's** most hyped hip-hop, Gen-Z trap duo, **Bruno x Spacc**, who rule the Youtube trending charts, streaming platforms' playlists, and TikTok with a massive social media presence. In **Russia**, **Poshlaya Molly**, one of the biggest pop-rock bands, previously signed to Warner Music, joined Believe seeking independence and transparency.

### **A partner in the long run**

In all countries, Believe also inks long-term partnership renewal deals with key established labels and artists: **Avrupa Musik**, an established label and sub-distributor, presenting 200 labels and

400K+ tracks. The label renews its deal for 6 more years, so does **Poll Production**, another top label as well as being one of Turkey's top artist management companies with artists like **Hande Yener, Serkan Kaya**. In the UK, after a successful ten-year relationship, top dance management and label group Anglo has renewed their deal with Believe across their **Southern Fried, Moda Black, and Knee Deep In Sound** imprints releasing the likes of **Hot Since 82**, and Swedish heavy metal titans **Sabaton** re-signed with their long-time label home Nuclear Blast, owned by Believe.

*"It feels good to continue our collaboration with the world's biggest heavy metal label, Nuclear Blast," says Sabaton bassist and co-founder Pär Sundström, who also serves as the band's manager. "We have been working with Nuclear Blast for more than a decade, and at the end of last year, we signed the contract for the upcoming releases, and we will continue to write metal history together."*

The reason behind these successes is heavily founded on Believe's in-house data & technology platform offering personalized solutions and local digital expertise in engaging audiences and increasing monetization for each artist and label according to their specific needs.

#### **About Believe**

Believe is one of the world's leading digital music companies. Believe's mission is to develop independent artists and labels in the digital world. We accomplish our mission by providing them the solutions they need to grow their audience at each stage of their career and development. Believe's passionate team of digital music experts around the world leverages the Group's global technology platform to advise artists and labels, distribute and promote their music. Our 1,270 employees in more than 50 countries aim to support independent artists and labels with a unique digital expertise, respect, fairness and transparency. Believe offers its various solutions through a portfolio of brands including TuneCore, Believe Distribution Services, Nuclear Blast, Naïve, Groove Attack and AllPoints.

[www.believe.com](http://www.believe.com)

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