



Believe names Béatrice Dumurgier as the Group's COO

Paris, September 12, 2022 – Believe, one of the world's leading digital music companies, announces today the nomination of Béatrice Dumurgier as the Group's Chief Operating Officer.

In this newly created position based in Paris and reporting to Denis Ladegaillerie, Founder and CEO of Believe, Béatrice Dumurgier will lead Believe's end-to-end execution while being a core contributor of the Group's global strategy.

Denis Ladegaillerie, Founder and CEO, said: *"I am thrilled to welcome Béatrice amongst our ranks as Believe's new COO as I'm convinced her expertise in digital transformation and scaling up businesses, as well as her leadership is the perfect fit to accompany Believe in this next phase of growth and ensure our teams are fully equipped to best support our artists and labels in alignment with our values of respect, fairness and transparency."*

Prior to joining Believe, Béatrice Dumurgier was the CEO of BNP Paribas Personal Investors, then COO of leading player of the new economy BlaBlaCar, and Senior Advisor at BlackFin Capital Partners. She has a proven track record of successfully steering and scaling businesses.

Béatrice Dumurgier, COO, said: *"I could not be more excited to join Believe, one of France's most innovative global companies to support the next stage of its post-IPO development and consolidate the growth of its innovative model. After stepping off the corporate ladder to pursue a more entrepreneurial path in the high-growth international scale-up tech ecosystem with BlaBlaCar, I'm eager to step into this next stage of my career and contribute to shape the future of the music industry at Believe."*

In a career spanning over two decades, Béatrice Dumurgier started as a consultant for McKinsey in France and in the US, before joining the French Ministry of Economy and Finance as Vice President within the Paris Club and then the Agence des Participations de l'Etat from 2000 to 2004. She then joined BNP Paribas, serving successively as VP Strategy & M&A for Cetelem (2004-2007), Secretary of the Group Executive Committee (2007-2010), Head of Region for French Retail Network (2010-2012) and COO Retail Banking (2012-2016) engaging the shift to digital banking until being named CEO at BNP Paris Personal Investors, the online Retail Investment Platform of the Group operating in Europe and in India. In 2019, she joined BlaBlaCar as COO to support the rapid growth of the business. She was up to now Senior Advisor within the Private Equity Fund BlackFin Capital Partners.

A graduate of both France's top university Ecole Polytechnique and the MIT, she is a Young Leader of the French American Foundation and a member of Choiseul "100 Economic Leaders of Tomorrow". She also acts as Independent Board Member for leading listed companies such as Casino Group and Peugeot Invest.

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About Believe

Believe is one of the world's leading digital music companies. Believe's mission is to develop artists and labels in the digital world 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. Its 1,565 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, Nuclear Blast, Naïve, Groove Attack and AllPoints. Believe is listed on compartment A of the regulated market of Euronext Paris (Ticker: BLV. ISIN: FR0014003FE9).
www.believe.com

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