



## **Believe pursues long-term investment in Asia, names new leadership team in Greater China**



*[L to R: Rebecca Dong, Believe Greater China Managing Director Operations; Denis Ladegaillerie, Believe Founder & CEO; Sylvain Delange, Believe President APAC; Charles Liu, Believe Greater China Managing Director]*

**Paris, July 1<sup>st</sup>, 2024 – Believe, one of the world's leading digital music companies, has named Charles Liu as the Group's General Manager of Greater China, reporting to Sylvain Delange, Believe's President of APAC, and Rebecca Dong as Managing Director Operations for Greater China.**

Based in Beijing, Charles Liu is responsible for defining and leading Believe's revenue growth strategies in Greater China, focusing on the deployment of the Group's premium offering and of its M&A strategy. In this role, Charles Liu he also focuses on growing Believe's roster of artists and labels, as well as building up high quality relations with local digital services, in order to provide them with the best opportunities to grow and engage their audiences digitally at all stages of their careers. Reporting to Charles Liu, Rebecca Dong leads the implementation of the strategy for Greater China, including managing all operations, DSP partnership, finance, legal and human resources.

**Sylvain Delange, Believe President for APAC**, said: *“Greater China is both an exciting and challenging market where Believe’s unique approach can significantly contribute to accelerate the rise of a strong, diverse and thriving local music ecosystem as we’ve done in so many other markets in Asia Pacific. Leveraging Charles’ long standing, successful career, always deeply rooted in the local music ecosystem, and Rebecca’s strong operational leadership to drive our effort in this region, we are in the best position to fuel Believe’s continued expansion in Greater China.”*

Believe has been operating in the Greater China region since 2016, being one of the first companies to sign deals with local platforms, and has massively accelerated its development and investment in recent years. With a team of +80 digital and music experts, the Group has offices across 5 cities in the region, offering a wide range of services to over 250 artists and 300 labels. Believe has fully deployed its blueprint strategy locally, which consists in investing in markets as they mature and increase their digital monetization, and is uniquely positioned to leverage the region’s massive growth potential. Now the world’s fifth music market, Greater China recorded the fastest rates of revenue growth in 2023, with a relatively low penetration of paid music subscribers compared to its demographic<sup>1</sup>. Looking ahead, the streaming market in China is expected to grow by more than 120% from 2022 to 2030<sup>2</sup>, boosting the rise of digital-friendly music genres like hip-hop and the emergence of top-charting artists like rapper Capper or singer Young Captain.

**Charles Liu, Believe Managing Director of Greater China**, added: *“I am incredibly excited to have joined Believe, facing the vibrant and challenging music market of Greater China. I am eager to leverage my professional skills to provide more assistance and create opportunities for a wider range of talented artists and their outstanding works, thereby contributing to the prosperity and growth of the music market in Greater China.”*

With over 20 years of experience in the entertainment and music industry, Charles Liu is a seasoned professional in the field. He has held crucial positions in previous work, such as handling the international department for Avex Taiwan (1998-2002), being the artist director of Rock Records China (2010-2012), the General Manager of Linfair Records China (2014-2015), and the Director of Girls Idol Group in YY.com (2015-2017). Before joining Believe, he served as the General Manager of Sony Music China for domestic business.

**Rebecca Dong, Believe Managing Director of Operations of Greater China**, added: *“It’s a fascinating time for the music industry in the Greater China and I am thrilled to have joined Believe in this next phase of growth in the region – one that will undoubtedly allow for the rise of a new generation of talented music executives, artists and labels across all around.”*

Rebecca Dong specializes in operating, business development and general management, bringing more than 20 years of management experience at international leading

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<sup>1</sup> Source: 2024 IFPI Global Music Report, March 2024.

<sup>2</sup> Source: MIDIA Research Global Music Forecasts 2023-2030, June 2023.

companies across multiple industries. Prior to joining Believe, she spent over 3 years at Siyanli (MBKP invested portfolio) as COO, 4 years at Nielsen as Vice President of Greater China and 7 years at Education First, as general manager respectively.

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**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 era by providing them the solutions they need in their creative journeys and to grow their audience at each stage of their career and development. Believe's passionate team of creative and digital music experts around the world leverages the Group's global technology platform to support artists and labels. Its 1,919 employees in more than 50 countries aim to partner with artists and music entrepreneurs with expertise, respect, fairness and transparency. Believe offers its various solutions through a portfolio of brands including Believe, TuneCore, Nuclear Blast, Naïve, Groove Attack, AllPoints, Ishtar and Byond. Believe is listed on compartment B of the regulated market of Euronext Paris (Ticker: BLV, ISIN: FR0014003FE9). [www.believe.com](http://www.believe.com)

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