



Henri Jamet appointed Managing Director of Believe France

Paris, September 19 – Believe announces today the appointment of Henri Jamet as Managing Director for France.

Believe reinforces its leadership team with a veteran of the local industry, who served as the Director of powerhouse labels AllPoints, Morning Glory, naïve and Animal 63. Henri Jamet will now manage all Believe France's operations and will develop the Group's ambitious external growth strategy within the market. Henri takes over from Romain Vivien, who was promoted to President of Europe and Global Head of Music and will report directly to him.

"After eleven incredible years at Believe, passion is still what drives me the most. I am truly honored and excited to take on the role of Managing Director for France.

Music is more than a career for me, it's a joy I share with our artists, our labels and our teams. It is a point of pride for us as artists, producers, publishers, managers, technicians, that we can bring happiness to audiences through music. There are things that don't show up in the numbers or in sales – that's the passion for our artists and teams to succeed.

With the diversification of French music and its growing export potential, we will continue to push the boundaries, create magic and help our talented artists resonate in France and around the world. It's very exciting, and I can't wait to develop all of this with this great team!", declared Henri Jamet.

With more than 20 years' experience in the music industry, including the last ten years at Believe, Henri has enjoyed undeniable artistic success. His nomination highlights Believe's strategy to capitalize on A&R and artist development to increase the Group's market share.

For almost 20 years, Believe has been supporting independent artists and labels at every stage of their development with fairness, expertise, respect and transparency. While Believe has now expanded to 50 countries around the world, the Group has continued to enjoy success in France, where the story started. In 2023, under the direction of Henri Jamet, AllPoints had 47 of the top 200 albums for the year, the highest of any local label, 2.5 million albums sold and the best-selling project of the year: 'Carré' by Werenoï. For the past 10 years, Believe has also been supporting JuL, the most streamed and highest selling artist in the history of French rap. 2023 also saw the signing of Hamza at AllPoints and Yamê at naïve. In the months following, Yamê was crowned "male revelation" at the Victoires de la Musique, on the strength of his hit record "Bécane". Notable recent signings have also included Merveille on AllPoints and Favé on Morning Glory with DJ Bellek. Both artists were respectively crowned "female revelation" and "male revelation" at the 2023 Flames ceremony. These recent success stories and more helped Believe rank #1 in France on local acts in 2023 and demonstrate the unique capacity of Henri Jamet and his teams to develop artists. In 2024, Henri also led the launch of the new electronic music label All Night Long, in partnership with Kidding Aside. Designed as a tailor-made support structure for producing

artists, All Night Long aims to create a bridge between musical genres, from underground to mainstream, from techno to EDM, with the goal of becoming a leading player in electronic music.

"Henri is a music lover, endowed with great artistic sensitivity and impeccable taste. He is also an inspiring leader and manager who has surrounded himself with an outstanding team and has played a major role in the phenomenal development and success of Believe in recent years. I know that he will thrive in his new responsibilities and will be able to continue this great adventure with ever greater success," says Romain Vivien.

Denis Ladegaillerie, Founder and CEO of Believe, adds: *"Henri is as close as possible to the ground, he is respected in the industry, he has a creative vision and knows the company culture. He is the ideal candidate to succeed Romain, one of the Group's best ambassadors and a great example of career development with us."*

Henri Jamet began his career at Universal Music and then NRJ, before joining Wagram in 2004 where, after several years of success, he became a marketing manager. In 2013, he joined Believe to develop the label division. He joined as Marketing Director and then took over the management of the AllPoints, naïve and launches Animal63 with the Savoir Faire teams, which includes French duo and global phenomenon The Blaze within its roster. In the space of a few years, he established AllPoints as a key brand in French rap – through successes like Djadja & Dinaz, Heuss L'enfoiré, Werenoï, etc. – and naïve as a must-see pop label with artists such as Jeanne Added, Gael Faye, Izia, Yseult and Yamé.

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 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 2,020 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 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

Press contacts:

Manon JESSUA – manon.jessua@believe.com

Maria DA SILVA – maria.da-silva@agenceproches.com | +33 7 60 70 23 16