



Believe redesigns its global music strategy, following the appointment of Romain Vivien in newly created role of Global Head of Music

Paris, October 15, 2024 - Believe, one of the world's leading digital music companies, unveils its redesigned global music strategy, under the leadership of Romain Vivien, the Group's Global Head of Music. This new strategy aims at driving further artist development and increasing the value created for artists and labels at all stages of their careers.

Also serving as Believe's President for Europe, overseeing France, the UK and Germany, Romain Vivien is responsible in his role of Global Head of Music for designing Believe's global music and artist development strategy. Through a constant dialogue with Believe's teams across the 50 markets where it operates, Romain Vivien oversees the acceleration of Believe's "Artist Services" business, which offers tailored go-to-market and audience development strategies to elevate and maintain the next generation of digital artists to the top in over 14 countries. He is also in charge of creating synergies across Believe's "Label & Artist Solutions" offering, which provides labels and established artists with distribution, marketing and digital promotion, as well as the Group's publishing business.

The creation of this new role comes at a time when Believe has continuously delivered global and regional success stories, such as The Blaze (France), Novo Amor (UK), Iñigo Quintero (Spain), Royel Otis (Australia), Sevdaliza (Holland/Iran), Grupo Frontera (Mexico), Saran (Thailand), Krsna (India) or JuL (France). As Believe's Global Head of Music, Romain Vivien will capitalize on the Group's unique business model, digital expertise and long-term partnerships with top digital services to facilitate the development of innovative, inclusive and tailored-made approaches to promote emerging to top artists equally across multiple genres and regions.

Denis Ladegaillerie, Believe's Founder and CEO, said: *"Romain Vivien's extensive experience and deep understanding of our global industry make him the perfect and unique choice for this role. Since 2008, Romain has been one of my trusted partners to develop and grow Believe into the global player it is today. He has been instrumental in building our music vision across the Group, constantly leading his teams to innovate and push barriers to enable the emergence of new talents across hip-hop, pop, electronic music and more – all the while sustaining an impeccable delivery of premium services to our top artists and labels. I am confident that, under these new global and regional roles, his leadership will be key as we*

continue to build the best artist development company for artists and labels at all stages of their careers."

Romain Vivien, Believe's Global Head of Music and President of Europe, stated, "I am very excited to take on this new challenge and look forward to working with our talented teams, artists, labels and partners to design Believe's global music strategy and reinforce our music DNA among our whole organization. I want to continue developing our business further and contribute to a healthier, fairer and more transparent music ecosystem. Partnering with independent artists, labels and entrepreneurs to develop their career and fairly share the value created is a fantastic mission."

Serving as one of the most senior music executives in Believe's team and having co-led Believe's global music strategy since 2008, Romain Vivien is one of the most experienced international executives in today's music industry. During his tenure, he has been highly instrumental in enabling Believe to become the #1 player on local acts in many markets around the world. Romain is also a listened-to voice, always promoting artists' interests within the music industry.

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

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