



Romain Becker takes on a new strategic role as Chief Product, Operations and Marketing Services Officer at Believe.

Paris, June 18- Believe, one of the world's leading music companies, has announced that former President of Label & Artist Solutions Romain Becker is stepping into the new role of Chief Product, Operations and Marketing Services Officer for the company.

Bringing together key functions across the group, Romain Becker will help Believe drive innovative new products and marketing services for artists and labels around the world. Sitting at the crossroads of the product, technology and music teams, this role aligns with the path Romain's has forged at Believe over the past decade. Starting in product and operations he moved on to serve as President of Artist and Label Solutions, overseeing Believe's distribution and marketing solutions to independent labels and artists in 50+ territories around the world.

In his new role Romain will lead the product, operations and marketing services teams as well as build cross-functional connections across the group. He will help to enhance Believe's go-to-market strategy and execution, building the bridge between product and marketing service teams to help drive innovation.

Denis Ladegaillerie, founder and CEO of Believe,

"Romain is the perfect candidate to connect product, operations and marketing services at Believe. With his extensive experience and strategic vision, I am confident that he will drive innovation across our services and help further elevate Believe's position as a leader in artist and label development globally. His leadership will be instrumental in shaping the future of Believe and how we deliver the tools and services to help artists and labels build their long-term success."

With more than 15 years in the music industry across a range of different fields, Romain has established himself as a leader in product and marketing services, grounded in artist and label development. Romain began his career in the start-up world at the intersection of music and tech, before joining Believe, working as a product manager and driving the early strategy for video. He then joined Google to structure YouTube's music partnerships. In 2015, he re-joined Believe to accelerate the development of video monetization strategies, from there he took on roles in Sales and Operations before becoming President of Label and Artist Solutions, a role he served in for more than six years.



Romain Becker adds: *"I couldn't be happier to have stepped into this role, and I look forward to delivering for our artists and labels around the world. I'm excited to be working with our incredible teams to build innovative marketing services and operational excellence. There is no other company offering the same level of service to artists and labels, and I know we can help push this even further. I'm excited to contribute even more to our mission of developing independent artists and labels around the world."*

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 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 2,037 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:

Marion LANVIN - marion.lanvin-ext@believe.com

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