



BELIEVE EXPANDS EXPERTISE IN DEEP DATA MARKETING WITH THE APPOINTMENT OF DARYA POURSHASB AS CHIEF MARKETING OFFICER AND THE ACQUISITION OF HER COMPANY, AMPD METHOD



Darya Pourshasb, Chief Marketing Officer, Believe, and founder of ampd Method

Paris, December 9th, 2025 – Global artist development company Believe announces today the appointment of Darya Pourshasb as Chief Marketing Officer, who will report to Founder and CEO Denis Ladegaillerie. With this appointment, Believe expands its in-house expertise and capabilities in deep data marketing and catalog services - and confirms the acquisition of music marketing platform ampd Method, founded by Pourshasb.

In this new role, Pourshasb will oversee Believe's strategy, execution and performance of marketing services. She will also develop and lead the strategy and execution of the Group's catalog marketing and serve capacity. She brings extensive expertise in streaming performance,

artist-fan engagement and development of end-to-end campaigns to deliver positive ROI. Her experience and unique skillset will be a key lever as Believe ups its capacity to deliver more sophisticated and impactful digital marketing and catalogue services.

Darya Pourshasb, Believe's Chief Marketing Officer, said: *"Throughout my career, I have consistently developed highly engaging marketing campaigns and innovative partnerships to drive audience development and fan engagement. I'm extremely excited to join Believe and put my deep-data marketing expertise and ROI-focus at the service of the Group's ambition to grow our artists' audience, engagement and monetization across both frontline and catalog."*

Believe's Founder and CEO Denis Ladegaillerie, added: *"Marketing is becoming more fragmented and complex, requiring stronger digital expertise and unique mastering on how to sequence and bundle campaigns that can deliver for artists. Darya has demonstrated throughout her career, and her success at ampd Method, the ability to provide cutting-edge expertise to help grow audiences and drive performance. This unique understanding will be a game changer for us and our artists."*

With 15+ years of executive experience across music and web3, Pourshasb joins Believe along with the acquisition of ampd Method, a deep data platform she founded and served as CEO. She previously served as Global Head of Premium Content at Spotify, where she executed more than 300 marketing campaigns for independent artists and labels, delivering outstanding ROI, helping drive subscriber growth and fan engagement. Prior to joining Spotify, she held the role of VP Streaming Partnerships at Sony Music Entertainment, managing licensing and marketing partnerships with top digital services, while overseeing P&L and digital marketing across 60+ markets. She also held the role of Global Head of Music at web3 platform Royal.io. She began her career in capital markets at Citi and holds an MBA from The Wharton School.

About Believe

Believe is a global artist development company. We empower local artists, labels and publishers to grow their audiences at each stage of their careers with expertise, respect, fairness and transparency.

Operating in 50+ countries, with more than 2,000 employees, Believe offers a full range of services including audience development, publishing, marketing and distribution, with a tailor-made approach to fit any artist, label or publisher.

Believe champions independence and innovation through a unique model that combines local expertise with a global tech platform, delivering exclusive solutions for artists to promote and monetize their music thanks to strategic partnerships with leading global digital service providers.

With a leading portfolio of brands that includes Nuclear Blast, naïve, TuneCore, Groove Attack, Sentric, AllPoints and Byond, Believe artists generated more than 800 billion streams worldwide in 2024 across all genres, and were recognized with more than 70 leading industry awards.

Believe is a simplified joint-stock company under French law. Learn more at www.believe.com

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