



BELIEVE GROUP BOOSTS ITS DIGITAL RETAIL TEAM AND HIRES GUILLAUME QUELET AS GLOBAL LICENSING DIRECTOR

London, September 24, 2020 – Believe, the world leading digital music company announced the hiring of Guillaume Quelet as Global Licensing Director. Guillaume will be based in Paris and will report to Gideon Mountford, Head of Digital Retail for the Group.

Guillaume will be leading the licensing discussions for Believe and TuneCore with the existing established players in the digital space and will identify and work with early-stage platforms and services which encompass our values and criteria.

Gideon Mountford, Head of Digital Retail stated: *'We are glad to welcome Guillaume to the Digital Retail Team. He brings a wealth of experience and knowledge from his previous roles, and we look forward to having his expertise contribute to our mission to develop artists and labels at all stages of their careers, in all local countries around the world, with Respect, Expertise, Fairness and Transparency.'*

"It is an exciting time to be joining Believe Group, as the company accelerates growth and proves every day our model provides labels and artists with the best level of service" said Guillaume Quelet. *'I look forward to working with Gideon and our global leadership to strengthen our deal making efforts and contribute to the next phase of innovative music partnerships.'*

Prior to joining Believe, Guillaume worked with Sony Music Entertainment in New York, where he was Senior Director of Global Business Development and Digital Strategy. He was responsible for growing Sony Music Entertainment's digital music distribution business and revenues by negotiating global and multi-territorial catalog license deals. He has also held senior positions at Warner Music and V2 Records.

About Believe

Believe is a world leading digital music company, helping artists and labels to build their audiences and careers, at all stages of their development. It is a best-in-class technology organization, providing global distribution and digital marketing services to its partners, with more than 1,200 professionals and offices in 45 countries. Believe owns several brands, labels and companies including Believe Distribution, TuneCore, Nuclear Blast, Naïve and AllPoints. For more information, go to www.believemusic.com

Contact @Believe

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