



Believe and Groove Attack establish comprehensive label joint venture with A Million Music

Berlin, April 20th, 2021– Groove Attack, a Believe company, and A Million Music are going their joint ways with immediate effect by establishing a joint venture in the areas of label, service and distribution. The first high-profile joint project is already underway with releases from artist CÉLINE. Further joint signings are the newcomers Luzi, Apollo Sissi and nullsechsroy.

The common goal of the collaboration between A Million Music, Groove Attack and Believe is to find contemporary and courageous solutions in the label sector that open up new space for creativity and individuality for artists.

Frank Stratmann, CEO of Groove Attack, emphasizes: *"We are not only connected with A Million by the fact that both companies operate far away from the standard, but we are also connected by common values such as trust, respect, courage and an ability to recognize and process the zeitgeist."*

Michi Stockum, Managing Director A Million Music: *"We see ourselves as a courageous and professional companion of our acts at eye level. As a boutique label, A Million Music bucks the trend and focuses on quality instead of quantity. With Groove Attack and Believe, we have some of the strongest partners on our side that you can have in the digital age. The successful launch with CÉLINE proves that together we are unbeatable."*

Thorsten Freese, CEO of Believe, sees the collaboration as part of Believe's overall strategy. Says Freese, *"I see the joint venture as a milestone for the positioning of Believe in the future and with Michi Stockum and Frank Stratmann we have found the perfect personalities, both built on the foundation of strong companies and whose skills complement each other perfectly."*

By working with acts such as Apache 207, badmómjzay, Bausa, CÉLINE, Shindy, Loredana and Lena in areas such as booking, creative agency or management, A Million has become one of the most important players in the music and entertainment sector within a very short time.

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, in all local markets around the world with respect, expertise, fairness and transparency. Pioneer in the digital world, Believe has developed an in-house technology & data organization, providing global distribution and digital marketing solutions. With more than 1,500 professionals in 50+ countries, Believe owns several brands, labels and companies including TuneCore, Nuclear Blast, Naïve, Groove Attack and AllPoints.
www.believe.com

believe[®]

groove**attack**

Contact @Believe

[Yaël Chiara](#), External Communications Director, Believe

Foto-Credit: Philipp Gladsome

Names pictures:

(with pen) Michi Stockum (Co-Founder & CEO A Million Music)

(clockwise)

Thorsten Freese (CEO Believe Group Germany)

Michelle Petersdorf (Visual & Creative Concept)

Dominic Czaja (Co-Founder A Million Music)

Johann Böhringer (Senior Product Manager A Million Music)

Frank Stratmann (Managing Director Groove Attack)