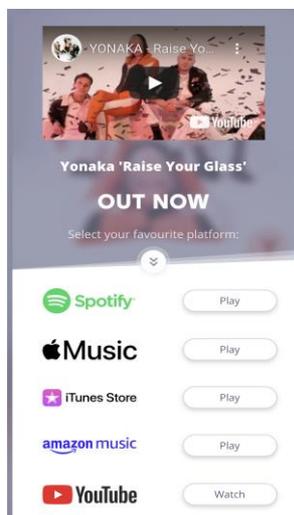


Believe launches Backstage Links, the most advanced link management tool on the music market, to help artists and labels promote their creations

Paris, September 16th – Believe, the leading digital music company, launches *Backstage Links*, an advanced marketing solution aimed at supporting artists and labels through every stage of their development. The feature is available for free to all Believe clients as part of the company’s ongoing commitment to providing ever-greater value to artists and labels.



Using technology developed by Soundsgood, which was acquired by Believe in 2020, *Backstage Links* is the most innovative link management tool on the market, helping artists and labels promote their music to fans through a unique smartlink. Fully integrated into Believe’s core technology, a fresh smartlink can be generated in a single click as soon as any new track is released. As a result, artists can create and then share a unique landing page on their social networks, linking through to a wide range of streaming platforms.

More than just a landing page, *Backstage Links* offers an easy path to over 250 global and local digital music platforms. By displaying all the platforms where an artist’s creations are available, this fosters a unique digital relationship between artists and fans.

Backstage Links sits as part of a unique and diverse suite of marketing tools that Believe offers to its clients, helping them build engagement with their fanbase while growing their reach. Believe leads the market here by developing such new technologies, encouraging fan communities to engage on streaming platforms through assorted functionalities like “pre-saving”, “adding to a playlist” or “subscribing to the artist’s page”. Fans’ interest is then flagged by the platform’s algorithms as a positive signal for the viral potential of the track in question.

The advanced “pre-saving” empowers the artist to incrementally grow their fanbase with every release. Ahead of the official launch date, new music is automatically added to a fan’s music library and a notification (via a GDPR-compliant email or SMS) is sent to alert them to when the tracks are available to play.

The results from Believe and its partner streaming platforms are exceptional. There are twice as many streams by listeners who “pre-save” albums compared to those who do not, while there is over a 300% increase in the number of fans signing up to receive news, via text or email, from artists.

For artists and labels, *Backstage Links* delivers a greater optimisation of customer experiences while significantly increasing the number of streams for tracks and albums.

"Backstage Links is an excellent platform!" says the Brazilian record label Worldshow (Bruno & Marrone). "The new tools are so much clearer and more precise. Performance reviews are more detailed and cooler. We love it!"

"We've been thrilled to join the Believe family, making good use of our technology and expertise to help Believe's artists to amplify their releases," say the founders of Soundgood, who are now part of the wider Believe team.

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 1,270 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 TuneCore, Nuclear Blast, Naïve, Groove Attack and AllPoints.

Believe is listed on compartment A of the Euronext Paris stock exchange (Ticker: BLV, ISIN : FR0014003FE9)

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