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## **Believe launches Krumolo Groundbreaking Java Pop Imprint Expanding Javanese Pop**

**In an industry first, Believe, one of the world's leading digital music companies has launched Krumulo, a new imprint part of its Artist Services division, aimed at formulating holistic marketing and promotional strategies to further horizons for independent Javanese Pop artists (Java Pop).**

Krumulo, a portmanteau of *krum* (chrome) and *mulo* (beginning), is based on the philosophy of providing services that build strong foundations at the crucial beginning stages of Java Pop musicians' careers. Through its artistic touch and expert on-ground team, Krumulo fortifies the authentic identity of these musicians that will benefit their careers in the long run.

*"Krumulo is the perfect illustration of our commitment to serving local artists from Southeast Asia, thanks to our innovations in music marketing and distribution, and to the expertise of our Indonesian team."* **Antoine El Iman, Believe's Managing Director Southeast Asia.**

A cultural byproduct born from the dynamic growth of local industries based on population-dense Java Island; Java Pop has the potential to gain massive numbers of listeners in Indonesia and grow the hyperlocal genre, positioning it as one of the most promising genres in the Indonesian music scene.

Krumulo officially launches on Wednesday, June 12, 2024, with a strong roster of top Java Pop artists, including **Ndarboy Genk**, who we supported in reaching 1,2m YouTube subscribers, **Woro Widowati**, who was chosen as the first female Java Pop singer to be featured in Spotify's EQUAL Times Square OOH, **Aftershine**, who is currently charting on Spotify with their original song "Kalah", **Wandra Restusiyan**, who has 1 track that reached 11 million audio streams across platforms, and **Vadesta**, the latest addition to the roster, who was recently on top 20 YouTube Indonesia trending chart.

Outlining Krumulo's vision, **Dahlia Wijaya, Believe's Country Director of Indonesia, Malaysia and Singapore** says: *"We expect Krumulo to be the best partner for Java Pop*

*musicians at all stages of their careers. We designed it to be a solid community that moves dynamically and adaptively. It aims to positively impact the careers of Java Pop artists, not only by focusing on song release strategies but also by strengthening their opportunities in branding and synchronization.”*

In addition to benefiting from the unique digital expertise of Believe’s teams on the ground, Krumulo will also leverage Believe’s strong relationships with over 100 local and international digital services, such as YouTube, Spotify, Langit Musik, Apple Music, TikTok, Meta and many more, in order to best support Java Pop artists’ marketing and promotional strategies to engage and grow their audiences.

Krumulo aims to partner with the best Java Pop artists, supporting them in tackling the challenges of the digital age so they can effectively adapt and achieve new heights in today’s dynamic local music industry.

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#### **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 1,919 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 Beyond. Believe is listed on compartment B of the regulated market of Euronext Paris (Ticker: BLV, ISIN: FR0014003FE9). [www.believe.com](http://www.believe.com)