

Teichiku Entertainment and Believe Sign a Landmark Comprehensive Partnership to Distribute their Entire Catalog Domestically and Worldwide.

Tokyo, March 27, 2025 – Teichiku and Believe, one of the world's leading digital music companies, announce today a comprehensive partnership.

Through this partnership, Believe will distribute Teichiku's entire catalog, both locally and worldwide helping to drive global expansion.

With a 90-year legacy, Teichiku has been dedicated to cultivating a rich catalog and nurturing the next generation of artists. This partnership will help Teichiku expand their digital footprint by leveraging Believe's global DSP network, cutting-edge technology, and digital-first expertise to bring Japanese enka, kayōkyoku, and pop music to a wider global audience.

From timeless masterpieces to the latest releases, this collaboration will deliver a variety of music across different eras and genres to music fans in Japan and beyond, helping to expand the reach of this extensive catalog to new audiences around the world.

Teichiku, a company that has long supported Japan's music culture, and Believe, a company that has driven innovation in the music industry, are working together to accelerate the digital shift in Japan's music market. By doing so, they aim to create new opportunities for Japanese artists to expand their reach globally.



Teichiku Entertainment Co., Ltd. President Hideki Kurita (left) and Believe APAC President Sylvain Delange (right)

Comments from Key Stakeholders

Teichiku Entertainment Co., Ltd. President & CEO Hideki Kurita:

"Teichiku Entertainment celebrated its 90th anniversary last year. Throughout our history, we have represented some of Japan's most iconic artists, produced iconic hits representing Japan and continue to work with top-tier talent, maintaining a strong presence in the enka and kayōkyoku genres. Our mission now is to bring our extensive catalog of hit songs beyond Japan's borders and also contribute to the success of J-POP on a global scale. Over the past year, we have been exploring distribution services to strengthen our global and digital strategies. We were particularly drawn to Believe's global track record and passion, which we are confident will support our ambitious goals. Through this partnership, we will accelerate our growth in the digital domain and continue challenging ourselves to establish a strong position in the music industry both locally and globally as we approach our 100th anniversary."

Teichiku Entertainment Co., Ltd. Director of Marketing department Sawako Matsuo:

"We deeply resonate with Believe's philosophy of supporting artists and labels worldwide with expertise, fairness, respect, and transparency. We were also impressed by the passion of the Believe team. Over a year of preparation, we have built a strong foundation of trust, and now, we are ready to launch. This amicable partnership will undoubtedly aid our growth in the digital space and contribute to the success of both companies."

Believe APAC President Sylvain Delange:

"Teichiku has been a success story ninety years in the making, as one of the most established record labels in Japan. By embracing digital with a first of its kind integrated partnership with Believe, they are today showing they are also one of the most innovative. We are extremely proud and excited to be carrying the legacy of Teichiku's legendary artists to digital platforms in Japan - where we are fully committed to contributing to the acceleration of the growth of the domestic market - but also to the world, by providing international audiences with even more opportunity to explore the depths of Japanese music."

Believe Japan G.K. General Manager Erika Ogawa-Arai:

"We are delighted that our partnership with Teichiku, built upon extensive dialogue and a shared vision, has now reached the stage of execution. Teichiku's digital transformation strategy is not a surface-level effort—it is being fundamentally driven across all levels of the company, from leadership to operational teams. We are confident that our collaboration with Teichiku, not only a historic company that has developed Japan's most esteemed artists and songs but also a leader that masterfully balances tradition and innovation, will lead to highly fruitful outcomes. Believe Japan team is fully committed to revitalizing Teichiku's catalog and supporting the development of next-generation artists. We will continue striving to maximize opportunities for artists to connect with new audiences."



Teichiku Entertainment & Believe Japan – All-Staff Group Photo

About Teichiku Entertainment Co., Ltd.:

Teichiku Entertainment is a long-established record label that has played a leading role in Japan's music history since its founding in 1934 as "Teikoku Chikuonki (Tokyo Gramophone)" Specializing in enka and kayōkyoku, the company has also produced a wide range of music genres, including pop, rock, jazz, and anime songs, bringing countless beloved works to audiences across generations. With a history spanning over 90 years, Teichiku has continuously adapted to the evolution of music formats—from records and cassette tapes to CDs and modern digital distribution—maintaining its position at the forefront of the industry. In recent years, the company has been actively expanding its presence internationally and strengthening its digital strategy. Guided by its corporate philosophy of "gathering collective wisdom, maintaining a spirit of constant innovation, and becoming a company sought after by customers through music," Teichiku upholds its management vision, "*Change & Challenge – Creating Music That Only We Can,*" striving to preserve Japan's rich musical heritage while embracing new music experiences and value creation.

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 with 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 2,037 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 Byond. Believe is listed on compartment B of the regulated market of Euronext Paris (Ticker: BLV. ISIN: FR0014003FE9).www.believe.com

[Company Information]

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Established: February 11, 1934

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Believe Central Office

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Chief Executive Officer & Founder: Denis Ladegaillerie

Established: 2005

Website: www.believe.com

Believe Japan G.K.

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Established: March 2023

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