

# WHERE MUSIC COMES ALIVE

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PRESS KIT

September 22, 2011

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Turnover 2011 :

\$70m



Turnover 2010 :

\$20m

1<sup>ST</sup>



European music streaming website : 20 million users

1.4<sub>m</sub>

paying subscribers

13



million tracks available on demand

50



million playlists

hours average monthly usage  
60  
of Deezer Premium+

who try the paying service  
75%  
become subscribers

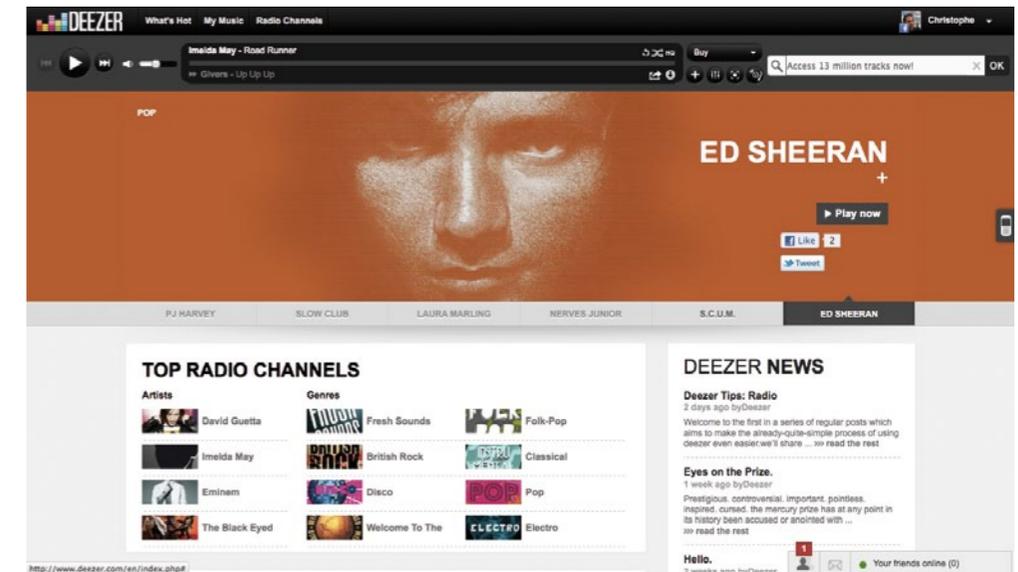
subscribers satisfaction  
90%  
level

## DEEZER IS A PREMIER STREAMING MUSIC SERVICE

Deezer is a **100% web-based solution**, instantly accessible with no need to download any software. This allows consumers to listen to music on any device (smartphones, tablets...), at any time and anywhere, connected or not. With **13 million licensed tracks**, and more than 30.000 SmartRadio channels, Deezer is set to become the **number one destination for all music fans**.

Deezer is simple, intuitive and responds to fans' needs to discover, listen to, organise and share all the music they love.

Already launched in France and in the UK, Deezer will be available in over **130 countries** by year-end 2011. Deezer has established major partnerships with global players such as Facebook and Orange as part of this international roll-out.



## 4 YEARS OF SUCCESS

07  
08  
09  
10  
11

Aug	Deezer launches the <b>world's first music streaming</b> service
Oct	1 <sup>st</sup> agreement with <b>Sony</b>
May	1 <sup>st</sup> agreement with <b>Universal Music</b>
Sept	1 <sup>st</sup> agreement with <b>Warner</b>
Apr	1 <sup>st</sup> agreement with <b>EMI</b>
Nov	<b>First paid-for unlimited streaming service launched</b>
Jan	<b>App of the Year Award</b> at the Mobile World Congress
Aug	Partnership with <b>Orange France</b>
Jan	<b>10 million</b> licensed tracks
Apr	<b>1 million paying subscribers</b> - 20 million registered users for the free service
Sept	<b>UK Launch</b>
Sept	Partnership with <b>Orange UK</b>
Sept, 22	Deezer announces strategic partnership with <b>Facebook</b>



## 3 QUESTIONS TO AXEL DAUCHEZ, CEO

### Why was Deezer launched?

Daniel Marhely is first and foremost a passionate music fan who decided that he wanted to reinvent the way people access and enjoy music, by offering unlimited access to music. Negotiations with the main rights holders began in 2007; agreements were rapidly reached with copyright societies as well as with the four majors and independent labels.

Deezer was born, making music streaming a reality. Deezer's success was immediate. It became a social phenomenon in France and inspired a lot of new services in other countries.

Now, Deezer is at a key turning point, developing and broadening its service. Deezer is thrilled to play a major role in this exciting revolution and proud to stand next to Facebook on this great adventure.

### What are the main challenges in the music industry?

The music industry understands that it needs to evolve, as the perception of the value in music has definitely switched: value is now in access, rather than in a physical format or an mp3 file. Unlimited access to streamed music is the key to the industry's recovery.

Consumers' habits have changed: people now want to listen to music anywhere, at any time, and on any device. They also need to feel free to discover new music in a new way; not to be force-fed, but guided and educated – today, consumers have the power.

### What's your ambition?

We are proud to be part of a great consumer revolution – a genuine legal alternative at a time when piracy was beginning to really damage the music industry. We must continue to work closely together with the artists, the majors and the independent labels in order to develop, encourage and support music creation in a sustainable way.



Flash this code to watch the interview online



## A STRONG COMMITMENT TO MUSIC FANS

Deezer is not a faceless streaming service; its dedicated editorial team, who live and breathe music themselves, will offer exclusive content and recommendations to anyone, anywhere and at anytime. Deezer is a new way of listening to music, providing unlimited access to music and a platform to discover, listen to and share your music across the world.

**Search** by tracks, albums and artists with smart search features across 13 million tracks

**Create** your own musical world and soundscape

**Discover** new music through editorial recommendations and radio channels

**Access** Deezer's services on all devices with a Deezer Premium+ subscription

**Decode** music by accessing artists' biographies and detailed editorial content

**Share** your playlists, tastes and musical moods with friends thanks to Deezer's live feed, Facebook or Twitter

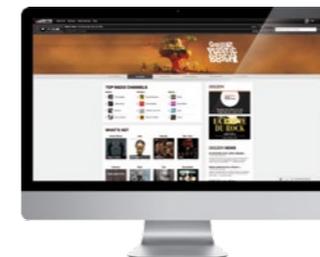


## MAKING MUSIC AVAILABLE ANYWHERE, ANYTIME

- **100% web-based solution** that allows users to listen to music anywhere at any time, connected or not
- **Mobile, iPod Touch and tablets.** Deezer is accessible via a huge range of devices worldwide including: Acer, Alcatel, Android, Apple (iPhone, iPod Touch, iPad), Archos, BlackBerry, HTC, Huawei, Java, LG, Motorola, Samsung/Bada, Sony Ericsson and Windows 7 phones.
- Deezer is also available through **multi-room music systems** (Logitech, Sonos), **IP TVs** (Philips), **set-top boxes** (Western Digital) and **in-car radios** (Parrot).

## DEEZER OFFERS

	DEEZER Premium +	DEEZER Premium	DEEZER Discovery
Millions of tracks available instantly	●	●	30-sec preview
No software to download	●	●	●
Deezer's people-powered selection and recommendations across all music genres	●	●	●
Share music with friends	●	●	●
Deezer themed and artist-based radio channels	●	●	●
Unlimited ad-free listening	●	●	
Exclusive content	●	●	
Enhanced sound quality (up to 320 kbps)	●	●	
Play and organise your own MP3s	●	●	
Take all your music abroad	●	●	
Deezer mixing desk	●	●	
Play music from Deezer on your mobile, iPod Touch or tablet	●		30-sec preview
Play your own MP3s on your mobile, iPod Touch or tablet	●		
Download to your mobile and play unlimited the music offline	●		
Download to your computer and play unlimited the music offline	●		
Play Deezer through multi-room music systems, IP TVs, set-top boxes, in-car radios...	●		



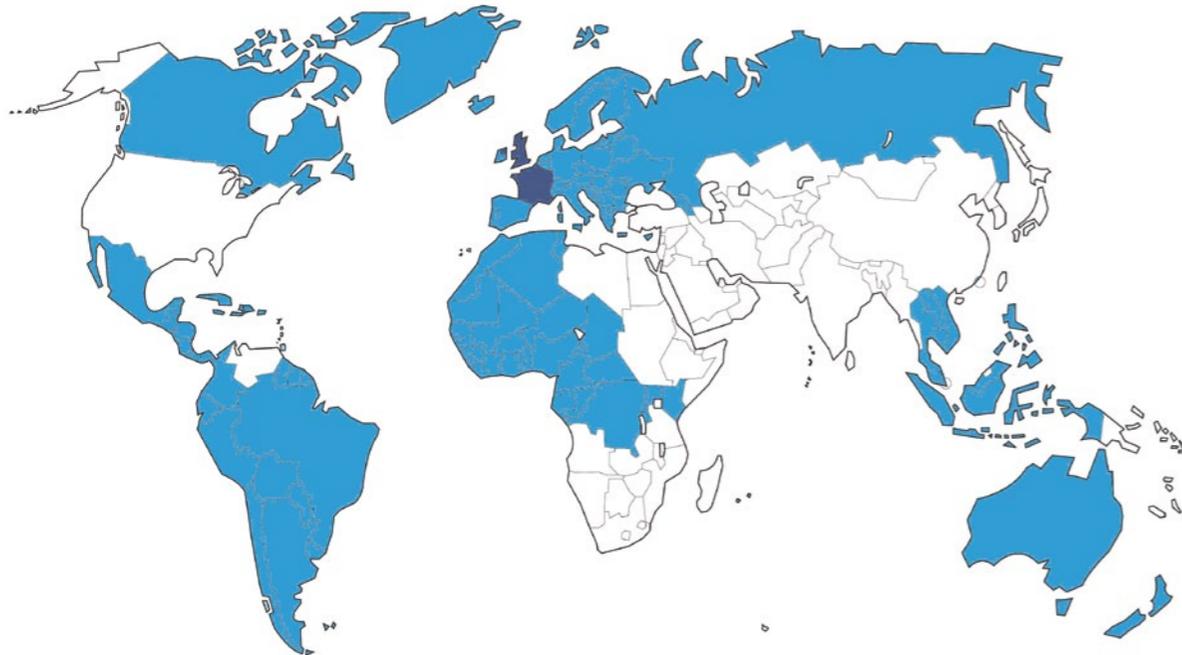
Flash this code to download the Deezer offers



## THE WORLD'S FIRST TRULY GLOBAL MUSIC STREAMING SERVICE

The United States currently accounts for 50% of the digital music industry with only 5% of the global population. Forecasts show that it will only generate 25% of worldwide sales by 2020.

Future growth will therefore be driven by the rest of the world and Deezer is committed to seizing all opportunities arising worldwide. In particular, as Deezer's music catalogue already meets most local requirements, Deezer will initially spread throughout Europe. In the coming weeks, it will also launch in West and North Africa, Canada, South and Central America, South-East Asia and Australia/New Zealand.



■ Countries where Deezer is already available

■ Where Deezer will be available in the coming weeks

## COMBINING GLOBAL AND LOCAL PARTNERSHIPS

### BEING GLOBAL

Deezer's web-based technology has enabled it to be a mass-market solution with far greater ease of access, particularly important in developing countries where prior downloading of an application is not common practice.

Announced on September 22<sup>nd</sup>, 2011 at the f8 conference, Deezer's **global partnership** with Facebook fits perfectly into its development strategy: 79% of Facebook users are from outside the United States [source: Comscore, April 2011].



Deezer and Facebook have created the first seamless global music experience: Facebook brings its exceptional vision of the role of music within the social media experience and Deezer's advanced integration allows millions of users to access, discover and share unlimited music in one click.

### ACTING LOCAL

Deezer's technology has been designed to be adaptable at local level. Language and editorial content are customised to reflect the cultural diversity and tastes of each country. Deezer will thus be capable of appearing as a localised solution for listening to music, and not simply as a uniform service.



Deezer has shown its ability to build local distribution networks with recognised brands (telecom operators, manufacturers, banks, retailers, etc...) in order to accelerate its development. Deezer is able to provide all these partners with suitable solutions in terms of pricing and co-branding, with great success: for instance, emblematic partnerships with Orange in France and in the United Kingdom are having impressive positive impact on customer recruitment, smartphone upgrades, brand image and churn rate.



His favourite Deezer album is  
**Daft Punk**  
**Alive 2007**

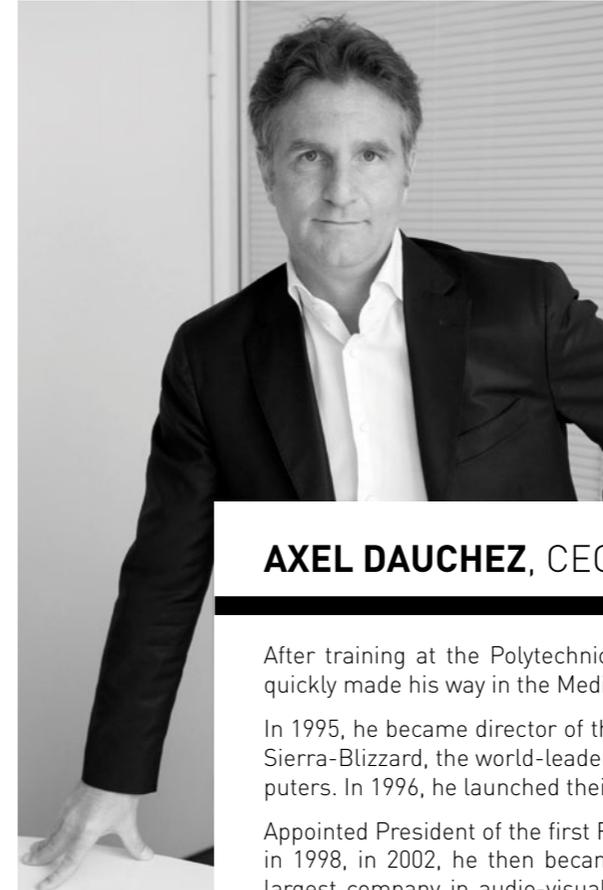


## DANIEL MARHELY, FOUNDER

Daniel Marhely, a 27 year-old self-made man and proud of it, left school at 16 to focus on his passion for the web. In 2000, he headed the web department of the agrafe communications agency. In 2002, he decided to focus exclusively on web development. Two years later, he co-founded the dating website "Lovelee.com". In 2006, he co-founded the company Aliza Medias. At the same time, he was exchanging music with his friends, a lot of music with a lot of friends, sharing his musical passions, tastes and moods. He started Blogmusik, a streaming music site. At that time, the website did not meet with Sacem's approval. So, he decided to stop Blogmusik and negotiate directly with rights owners. On August 22<sup>nd</sup> 2007, a historical agreement was signed with royalty collecting agencies. Blogmusik was reborn Deezer.com.

France's first free and legal music-on-demand website was created.

\*The Société des auteurs, compositeurs et éditeurs de musique is a French professional association collecting payments of artists' rights and distributing the rights to the original authors, composers and publishers.



His favourite Deezer album is  
**Getz/Gilberto**  
**Stan Getz & Joao Gilberto**



## AXEL DAUCHEZ, CEO

After training at the Polytechnic and then at Procter&Gamble, Axel Dauchez quickly made his way in the Media and on the Web.

In 1995, he became director of the consumer marketing department of Coktel-Sierra-Blizzard, the world-leader of edutainment games and software for computers. In 1996, he launched their first paying online services.

Appointed President of the first French Web Agency BDDP & Tequila interactive in 1998, in 2002, he then became the CEO of Moonscoop Group, the world's largest company in audio-visual animation production. There he oversaw the group's implementation in the US and created several transmedia storytelling platforms (Kabilion in the US, Taffy Kids in Asia and Allofamille with Allociné in Europe).

He joined Deezer as CEO on January 26<sup>th</sup>, 2010 aged 41.

Axel Dauchez chairs the ESML syndicate which aims to enhance digital legal music development and protect the use of catalogues.

**deezer.com**  
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