

Deezer enters partnership with French e-commerce leader Cdiscount

The deal aligns with Deezer's partnership strategy, creating mutual growth opportunities as millions of e-commerce customers gain access to music streaming

Paris, September 7, 2022 – Deezer (Euronext: DEEZR), the global music streaming service, has entered a partnership with French e-commerce leader Cdiscount. From September 7, 2022 at 10 a.m., Cdiscount will offer 4 months Deezer Premium subscription with the purchase of a selection of electronics products (hardware, TV, sound, smartphone, connected devices) on its site. Before the end of the year, Deezer will also be included in Cdiscount's loyalty program.

A key element of Deezer's strategy is to develop and grow together with partners in its key markets, creating new business opportunities through its music and technology expertise.

In evolving its strategy, Cdiscount plans to extend its entertainment services range, and as music streaming continues to grow in popularity among French users, this partnership allows Cdiscount to provide an enhanced shopping experience for its customers.

“Growing through B2B partnerships is a key pillar of our strategy, and we are thrilled to announce this agreement with Cdiscount, the French leader in e-commerce”, **said Charles Jaubert, VP, Partner Strategy and Business Development, Deezer.** “We bring value to a wide range of partners, across multiple industries, and together with Cdiscount, we will give millions more the opportunity to try Deezer, and enjoy one of the best music streaming experiences in the world.”

“We are delighted with this partnership with Deezer, which allows us to enrich our customers' shopping experience with one of the world's best music streaming services”, **said Antoine Guillotte, strategy director, at Cdiscount.** “This partnership is part of our strategy to develop services in the entertainment field, initiated a few years ago, to offer our 10 million customers an increasingly rich and varied offer. Deezer will also be a valuable asset to enrich our loyalty program.”

Deezer has a track record of building successful partnerships across a wide range of industries including video streaming, telecommunication, media & entertainment, hardware, retail & e-retail. The partnership between Cdiscount and Deezer, two key French companies in their markets, allows for new growth opportunities for both partners while providing added value to customers, and the music industry.

Press Contact Deezer

Jesper Wendel jwendel@deezer.com

Press Contact Cdiscount

Vae Solis Communications - cdiscount@vaesolis.com

Direction de la communication Cdiscount

Elody Rustarucci - elody.rustarucci@cdiscount.com

Emilie Dufour - emilie.dufour@cdiscount.com



About Deezer

Deezer is one of the largest independent music streaming platforms in the world, with more than 90 million tracks available in 180 countries, providing access to lossless HiFi audio, innovative recommendation technology and industry defining features. As the home of music, Deezer brings artists and fans together on a scalable and global platform, to unlock the full potential of music through technology. Founded in 2007 in Paris, Deezer is now a global company with a team of over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. Deezer is listed on the Professional Segment of Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the newly-created Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

For the latest news on Deezer go to <https://www.deezer-blog.com/press/> or <https://www.deezer-investors.com/newsroom/>

Like us on [Facebook](#), and follow us on [Twitter](#), [LinkedIn](#) and [Instagram](#) for realtime information.

About Cdiscount

Cdiscount, a subsidiary of the Casino Group, is the French leading non-food online ecommerce platform with 100 million products, 10 million clients and over 23 million unique visitors every month. The Bordeaux-based company employs more than 2,300 people and generated over €4 billion in gross merchandise volume (GMV) in 2021, including its marketplace, with more than 14,000 partner merchants. Cdiscount aims to make access to products and services for as many people as possible while building an European digital economy that is solidary, sustainable and inclusive.