

Deezer partners with Bouygues Telecom in France



Deezer is continuing its partnership strategy and joins forces with Bouygues Telecom in France, allowing the operator's customers to benefit from one of the world's best music streaming services.

Paris, November 7, 2022 - [Deezer](#) (Euronext Paris: DEEZR), the global music streaming service, and [Bouygues Telecom](#), the global communications operator in France, have entered into a distribution partnership. Deezer continues its B2B growth strategy with this new key agreement in its largest market.

As of today, Bouygues Telecom is providing its customers promotional offers to access Deezer's streaming service, with a music catalog of more than 90 million tracks, unique and innovative features as well as the rich editorial content of Deezer. Subscribers benefit from some of the most advanced music streaming features on the market, including *Songcatcher*, *Lyrics* and the *Flow* recommendation algorithm, with playlists inspired by their favorite songs and adapted to their moods.

At launch, customers can benefit from the Deezer Premium options at €4.99/month (instead of €10.99) and Deezer Family at €8.99/month (instead of €17.99) for 12 months, with a renewal at the standard price at the end of the promotional period.

"This partnership in France with Bouygues Telecom offers real growth opportunities for our two companies," said Stéphane Rougeot, Chief Financial Officer and Deputy CEO of Deezer. "Our development strategy is clear: we continue to bring added value, commitment and customer loyalty to our partners. Deezer was created in France, our technological and development resources are based in Paris and Bordeaux, and our streaming service has



some of the most advanced features on the market. It seemed obvious to us that we could offer this service to millions of customers of Bouygues Telecom”.

“By integrating Deezer into our offer, we are pursuing our content aggregator strategy,” said Laure Joslet, Marketing Director of Bouygues Telecom. “We are delighted with this agreement with Deezer who has solid experience in creating partnerships, allowing us to offer a new innovative music streaming experience to our customers”.

Deezer continues to explore and build ambitious partnerships as part of its growth strategy. With Bouygues Telecom, Deezer is strengthening its position in its largest market with a B2B distribution that is already well established, particularly with telecom and retail partners.

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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.

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