



Deezer and Paris La Défense Arena bring music to life in 3-year partnership

Through the partnership, Deezer will amplify live experiences for up to 43 000 people, with activations such as massive pre-concert karaoke, after-parties, and one-of-a-kind fan engagements



Paris, June 8, 2023 – [Deezer](#), the global music streaming platform, was today announced as the official experiential partner of Paris La Défense Arena, Europe's largest in-door arena. From June 20th 2023, when the arena welcomes international artist P!nk for two exceptional dates (June 20th and 21st 2023), Deezer will curate interactive activities in and around the venue, bringing people together and making their visit a lasting memory.

"Live music and sports are experiencing a boom, coming back even stronger than before the global pandemic. We're excited to be a part of connecting people with the music and entertainment they love," said Maria Garrido, Chief Marketing Officer at Deezer. "We are raising the bar for live experiences and are bringing music to life in extraordinary and exciting ways together with Paris La Défense Arena. As we embark on this partnership, we will set the stage for a fantastic moment for every visitor."

"We are extremely happy to welcome Deezer, one of the world leaders in music streaming, to our family of partners. We look forward to working together to amplify the emotions felt by our spectators at Paris La Défense Arena and offer them memorable moments to share", said Frédéric Longuépée, President of Paris La Défense Arena. "Our goal is to provide exceptional and unequalled entertainment on every visit, from when fans arrive until they leave. We are convinced that Deezer will create powerful interactive moments for everyone who comes to Paris La Défense Arena, delivering an incredible and unique experience at each event."

Throughout the next three years Deezer will be present all across the Paris La Défense Arena, amplifying the experience around some of the world's biggest music and sports events. This includes treating audiences to big-screen karaoke, singing along with tens of thousands of people, before seeing some of the world's biggest artists. Throughout the partnership, Deezer will also offer fans the opportunity to access one-of-a-kind experiences connected to events at Paris La Défense Arena. In addition, Deezer will provide music for "La Bodega", the post-match parties of the arena's resident Top 14 club, Racing 92.

Paris La Défense Arena offers a new approach to live entertainment, with constant innovations that propel the spectator into total immersion at each event. With a capacity of up to 43,000 spectators, it's the largest indoor venue in Europe.

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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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About Paris La Défense Arena

Paris La Défense Arena, located in the Hauts-de-Seine department, is a hybrid venue that serves as both a concert hall and a stadium. Situated just a few minutes away from the center of the capital and at the heart of Paris La Défense, the venue is the largest indoor arena in Europe and is redefining the codes of sports and entertainment. Its exceptional acoustics, technological innovations, and world-renowned 1800m² projection surface make every event held there an unforgettable and spectacular show. As the resident stadium of Racing 92, Paris La Défense Arena is entirely modular and can

accommodate anywhere from 10,000 to 43,000 people. Built in the heart of the first European business district and inaugurated on October 19, 2017, by the Rolling Stones, this Parisian temple of sport, entertainment, and corporate conventions has become an essential stop for athletes and artists from around the world. It has hosted legendary performers such as Paul McCartney, Mylène Farmer, P!nk and will be an Olympic and Paralympic site for Paris 2024 for swimming and water polo events. Paris La Défense Arena is committed to sustainable development through ten key commitments, including energy management control, mastery of hygrothermal comfort, and the installation of air filters to ensure an optimal experience for all spectators. Visit www.parisladefense-arena.com for more information.