



**DEEZER**

## **Deezer appoints Ivana Kirkbride as Chief Commercial Officer to accelerate global expansion and drive partnership growth**

*The new Deezer CCO will lead a growth strategy to scale Deezer's global footprint and drive major commercial partnerships across key markets worldwide*



**Paris, January 9, 2024** – Deezer (Paris Euronext: DEEZR), one of the world's largest music experiences platforms, has appointed seasoned media and tech executive Ivana Kirkbride as Chief Commercial Officer, effective January 9th, 2024. Ivana joins the Deezer C-Suite, with a mandate to accelerate the expansion of the company's global partnerships business and drive profitable growth across new geographies and verticals. She will report directly to Deputy CEO, Stéphane Rougeot, and will be based in Deezer's Paris HQ.

"Deezer's partnerships model has unlocked invaluable channels into the music industry for a wide range of companies to achieve sustainable growth," said Ivana Kirkbride, newly appointed CCO at Deezer. "As we continue to build on this track record of success, I'm thrilled to be joining the team in Paris to take Deezer to the next level together and scale globally. We will explore innovative strategic partnerships across new markets and sectors, with the goal of driving profitable revenue growth for the future."

"Ivana has an excellent track record in leadership roles across business development, sales and product innovation in tech and media, which makes her a fantastic addition to Deezer," said



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Stéphane Rougeot, Deputy CEO, Deezer. “We are aiming for significant growth and Ivana is exactly the right person to take the lead as we expand our partnership business.”

Deezer has developed its strategic partnership business for more than 10 years and it continues to be a key driver for the company’s top line growth, accounting for €118.5M in revenues for FY 2022. In Q3 2023, partnership subscribers increased 11.8%, with quarterly revenue growing 11.9% compared to Q3, 2022. Recent Deezer partnerships include major deals with RTL in Germany, Sonos in the US and Mercado Libre in Brazil and Mexico.

Ivana Kirkbride brings a unique blend of experience to Deezer as an investor in digital media, entrepreneur at disruptive startups and operator at Fortune 50 corporations such as Google, Verizon and Meta. She is known for launching innovative products and scaling new ecosystems at the convergence of media, technology, and entertainment. As an industry leader in the social video market and creator economy, she has played key roles in launching landmark initiatives such as YouTube Originals, Premium Mid-Form video, and Creators.org. She is an award-winning executive producer and a Henry Crown Fellow with the Aspen Institute.

From Deezer’s Paris HQ, Ivana Kirkbride will manage a global partnerships organization across Europe, Latin America and North America.

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**ABOUT DEEZER**

Deezer is one of the world’s largest independent music experiences platforms, connecting fans with artists and creating ways for people to *Live the music*. The company provides access to a full-range catalog of high quality music, lossless HiFi audio and industry-defining features on a scalable platform available in 180+ countries. Founded in 2007 in Paris, Deezer is now a global company with over 600 people based in France, Germany, UK, Brazil and the US, all brought together by their passion for music, technology and innovation. By building strategic partnerships in key markets across Europe and the Americas, Deezer keeps delivering brand value and end-user engagement across a wide variety of industries, including telecommunications, media, audio hardware and e-retail. As an industry thought leader, Deezer was the first platform to introduce a new monetization model since the inception of music streaming, designed to better reward the artists, and the music that fans value the most. Deezer is listed on Euronext Paris (Ticker: DEEZR. ISIN: FR001400AYG6) and is also part of the Euronext Tech Leaders segment, dedicated to European high-growth tech companies, and its associated index.

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