



**DEEZER**

**FNAC DARTY**

## Deezer and Fnac Darty renew successful commercial partnership in France

*Together, Deezer and Fnac Darty will continue to bring innovative and unique music experiences to millions of households across the country*

**Paris, January 17, 2023** – Deezer (Paris Euronext: DEEZR), one of the world's largest music experiences platforms and Fnac Darty, Europe's leading entertainment and leisure retailer, are renewing their successful strategic partnership for another 3 years.

Since 2017, Deezer and Fnac Darty have collaborated to give their shared customers access to a universe of innovative music experiences, and thanks to this alliance, customers of Fnac, Darty and WeFix benefit from exclusive offers from Deezer. With more than 500 stores, Fnac and Darty is available all across France and is offering millions of households access to Deezer's pioneering music experiences, with a full-range music catalog and an ever evolving range of industry-defining features such as Shaker, Flow, SongCatcher and music quizzes.

The next step in this partnership includes the deployment of the new Deezer brand identity in the Fnac Darty ecosystem, an extension of eligible product categories with access to exclusive offers and the possibility of testing Zen by Deezer, the well-being application launched in May 2023.

Renewing its partnership with Fnac Darty for the second time since 2017, Deezer continues to showcase the attractiveness of its partnership model for physical and digital retail, and its ability to create mutual growth together with its partners. Specifically, Deezer's innovative music experiences, helps create customer engagement, loyalty and differentiation for its partners. Deezer has continued to create momentum in its partnership business and the renewal with Fnac Darty follows the recent major partnership launch in Brazil and Mexico, in collaboration with Latin American e-commerce leader Mercado Libre.

"It was a given for us to renew this partnership," said **Stéphane Rougeout, Deputy CEO, Deezer** "Fnac has always made culture and music in particular accessible to a broad audience. By joining forces, and connecting Deezer with the power of the Fnac Darty network, we can offer millions of customers an innovative and personalized streaming experience. Together we are expanding the use of music streaming and continue supporting culture and artists together."

"We are delighted to continue our partnership with Deezer. As France's leading record store, we are particularly attentive to supporting our customers in their discoveries of musical trends, by offering them reliable and innovative listening solutions, physical or digital. Created in 2007, the Deezer platform has always evolved and renewed itself to meet the constantly evolving needs of our customers," explains **Vincent Gufflet, Services and Operations Director of the Fnac Darty group**.



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Deezer also recently announced a partnership with France Billet, a subsidiary of Fnac Darty, the French leader in ticketing, which allows Deezer to recommend concerts distributed by France Billet to its users. With personalized concert recommendations, music fans can easily find upcoming concerts from their favorite artists directly in the Deezer app, and purchase tickets in just a few clicks.

**\*\*\* ENDS \*\*\***

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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: FRO01400AYG6) 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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