



DEEZER

Deezer and Sonos renew and expand long-term collaboration

Paris, March 19, 2026 – Deezer (Paris Euronext: DEEZR) and Sonos today announced the renewal of their longstanding partnership, expanding the collaboration to include ad-supported monetization on Sonos Radio through the Deezer Ad Exchange. The renewal coincides with Deezer introducing its revamped partnership offering, Deezer for Business.

With Deezer as a core partner since 2023, Sonos Radio and Sonos Radio HD reach millions of households globally with a unique, human curated music experience. With the renewal of the partnership in 2026, Deezer will continue to provide global licensing expertise, a fully licensed global catalog, royalty reporting, and content management capabilities. This technology and these capabilities together allow Sonos Radio to grow sustainably and connect the Sonos brand back to music and culture.

The partnership will also include programmatic advertising integration through the Deezer Ad Exchange to support monetization of Sonos Radio inventory which will be accessible programmatically through leading demand-side platforms used by global advertisers. This development reflects Deezer's ambition to extend its advertising and music infrastructure beyond its own platform, enabling partners to build, distribute and monetize premium audio experiences at scale.

"What we built with Sonos over the past three years has become one of our most valued partnerships," said **Julien Delbourg, Chief Commercial Officer, Deezer.** " Together we've brought world-class music experiences into homes across the globe. We're proud of what we've achieved and even more excited about where we go from here. Our collaboration with Sonos perfectly represents the value we aim to deliver to our partners."

As Deezer renews its partnership with Sonos, the company is also announcing its new [Deezer for Business](#) offering. It is designed to drive growth by supporting companies across five distinct pillars – Deezer for Partners, Deezer Music as a Service (Sonos), Deezer for Advertisers (Sonos), Deezer for Professionals and Deezer AI detection. Deezer for Business is built to help companies stand out by creating new business opportunities through leveraging music.

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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



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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 around 550 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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