



Ranking France's top 200 sellers of 2021: Believe scores a landmark performance and becomes the #2 player in the market for French artists

Paris, January 13, 2022 - With a highly impressive 41 albums in the top 200 and a 28% market share for the top-streaming albums locally in 2021¹, the Group enjoyed a landmark performance in France for the year. Believe also had the biggest-selling act of the year, Jul, as well as the most-streamed single and the #1 music video of the year on YouTube, with 'La Kiffance' de Naps.

This performance underscores the importance and the impact of Believe's strategy, which is based around local acts, its unique development know-how in the digital world and its ability to attract and develop artists at the highest level. It also illustrates Believe's ability to become a leader in one of the world's largest markets with a model that combined organic growth with strategic partnerships.

The major achievements of Believe and its strategic partners include:

- **Having 41 albums in the Top 200**, representing a digital market share of 28% for local artists in the chart, ranking Believe as the #2 player in this market, **scoring three of the four most-streamed singles in France**: 'La kiffance' by Naps at #1; 'TDB' by Oboy at #3; and 'Bande Organisée' by 13'Organisé at #4
- **Having the biggest-selling act of the year** with Jul², who broke his own previous record by having 10 albums in the Top 200
- **The growing success of Vianney**, signed to Tôt ou Tard, which saw his album 'N'attendons pas' at #7
- **The multiple successes of Naps**, with three albums in the Top 200 and 'La Kiffance' becoming the most-viewed clip on YouTube in 2021
- **The rise of DjaDja & Dinaz**, with two albums in the Top 200
- **The breakthrough successes of Landy and ZKR**, first spotted on TuneCore, who had (respectively) the #36 and #53 biggest albums of the year.

For **Romain Vivien, General Manager of Believe France**, these results validate the core strategy of the Group, which went public in June 2021, and whose mission is to support all independent artists and labels at every stage of their career.

*"Our collaborations with top artists like Jul, Naps and DjaDja & Dinaz show that **the new generation of artists embrace our digital-first model**, as well as endorse our values of*

¹ Estimation by Believe based on the Top Albums Streaming 2021 produced by The Official Charts Company (OCC) for SNEP. Data including the projects of Believe's strategic partners.

² Estimated total sales based on the Top 200 Albums Combined (streaming, physical, download) produced by OCC for SNEP.

independence and transparency. These artists have renewed their faith in us for many years, while entrusting us with our broadening remit, including branding, merchandising and live.

It is also a point of enormous pride for our teams to see artists such as Landy and ZKR – who started out on our automated solutions platform TuneCore and were then developed alongside our partners DJ Bellek from Morning Glory and 109 Records – rise high in the Top 200. This illustrates their unrivalled expertise in developing artists in a digital world, as well as the relevance and flexibility of our solutions to meet their expectations.”

Believe's remarkable performance is **the result of a development strategy** that has been implemented and refined over several years: namely to invest gradually and organically in music genres as they go digital – first urban, then mainstream and pop – and build strategic partnerships with labels that are synonymous with artistic talent. The objective is to **support all types of artists** and allow them to reach the widest possible audiences.

Romain Vivien says, *“The alliance of our digital expertise alongside the artistic support of labels such as 6&7 (Jérémy Frérot, Kimberose, Zazie) and Tôt ou Tard (Vianney, Shaka Ponk, Cats on Trees, Noé Preszow) allows artists of all genres to develop their audience in an increasingly digital world.”*

The strategic partnerships recently concluded with the labels Play Two (Maître Gims, TAYC, Camélia Jordana) and Jo&Co (Claudio Capéo, Hoshi) help consolidate the position of Believe as the second-biggest player in the French new music releases market while strengthening its market share across all genres of music.

Believe continues to diversify the range of artists on its in-house labels, illustrated by the recent signings of Izïa Higelin, Yodelice and star classical pianist Valentina Lisitsa.

About Believe France

Believe France offers a complete range of services:

- TuneCore, an automated solutions platform for creators
- Artists and Labels Solutions, for labels wishing to have a cutting-edge technological platform and dedicated services to make their music known to as many people as possible
- Artists Services, for artists wishing to maximise their audience.

These offers are supported by dedicated teams and technologies to maximise exposure and increase revenue for artists in the digital world. They are complemented by sophisticated merchandising, branding – including recent deals with Jul, Asics and Reebok – synchronisation and neighbouring rights. Believe is also one of the main producers of tours on the French market via its various subsidiaries (Live Affair, Zouave, Uni-T, Play Two Live), which support artists such as Indochine, Vitaa & Slimane, Hatik, Therapie Taxi, Pomme, Vianney, Shaka Ponk, Vincent Delerm, Jul, Jeanne Added, Yseult, and Djadja & Dinaz.

Believe's know-how in terms of innovation has also been recognised with several prizes such as its trophies at the Social Music Awards (three in 2021 and five in 2020, including Label of the Year for AllPoints).

CONTACTS

Press Contacts

Kelly Martin, kelly.martin@agenceproches.com, +33 6 63 52 94 74

Elodie Roubaud, elodie.roubaud@agenceproches.com, +33 7 60 43 65 08

Contact Investors Relations

Emilie Megel, emilie.megel@believe.com, +33 6 07 09 98 60

Appendix

Appendix 1 – OCC Top 2021 rankings // Believe & strategic partners projects

Top 200 Albums combined 2021 Believe and strategic partners projects

Rang	Interprète	Titre	Label
7	VIANNEY	N'ATTENDONS PAS	TOT OU TARD
8	JUL	DEMAIN ÇA IRA	D'OR ET DE PLATINE
16	NAPS	LES MAINS FAITES POUR L'OR	OK MANY INDUSTRIE / 13ÈME ART MUSIC
17	DJADJA & DINAZ	SPLEEN	CARRE MUSIC / ALLPOINTS
19	PNL	DEUX FRERES	QLF RECORDS
29	MAÎTRE GIMS	LE FLÉAU	PLAY TWO
30	JUL	LOIN DU MONDE	D'OR ET DE PLATINE
33	LE CLASSICO ORGANISÉ	LE CLASSICO ORGANISÉ	RIEN SANS RIEN
35	TAYC	FLEUR FROIDE	PLAY TWO
36	LANDY	A-ONE	109 RECORD / ALLPOINTS
47	HATIK	VAGUE À L'ÂME	PLAY TWO
52	13 ORGANISE	13 ORGANISE	RIEN 100 RIEN
53	ZKR	DANS LES MAINS	MORNING GLORY MUSIC / ALL ROAD / ALLPOINTS
55	CLAUDIO CAPÉO	PENSO A TE	JO & CO
66	JULIEN CLERC	TERRIEN	PLAY TWO
70	DJADJA & DINAZ	DRÔLE DE MENTALITÉ	CARRE MUSIC / ALLPOINTS
72	OBOY	NO CRARI	SYNDICATE RECORDS / 6&7
73	JUL	INDÉPENDANCE	D'OR ET DE PLATINE
80	JUL	LA MACHINE	D'OR ET DE PLATINE
88	HOSHI	SOMMEIL LEVANT	JO & CO
100	JUL	RIEN 100 RIEN	D'OR ET DE PLATINE
102	NAPS	BEST LIFE	OK MANY INDUSTRIE / 13ÈME ART MUSIC
106	JUL	ALBUM GRATUIT, VOL. 6	D'OR ET DE PLATINE
107	GAETAN ROUSSEL	EST-CE QUE TU SAIS ?	PLAY TWO
111	MISTER V	MVP REEDITION	HEY PELO RECORDS
117	TAYC	FLEUR FROIDE - SECOND ÉTAT : LA CRISTALLISATION	PLAY TWO
120	JUL	C'EST PAS DES LOL	D'OR ET DE PLATINE
126	KIMBEROSE	OUT	FREEDONIA ENTERTAINMENT / 6&7
127	NAZA	GROS BEBE	CAPRICAROLESCUE
136	VINCENT NICLO ET LES PRÊTRES ORTHODOXES	ESPERANTO	PLAY TWO
137	KEKRA	KEKRA	VRL
139	JUL	LA ZONE EN PERSONNE	D'OR ET DE PLATINE
147	NAPS	ON EST FAIT POUR ÇA	ALL POINTS
167	TROIS CAFES GOURMANDS	COMME DES ENFANTS	PLAY TWO
176	DTF	DOUBLE STAR	QLF RECORDS
177	HEUSS + VALD	HORIZON VERTICAL	150 PRODUCTIONS / ECHELON RECORDS
180	MISTER YOU	HLM2	HASTA LA MUERTE
193	JEREMY FREROT	MEILLEURE VIE	LA FINCA (SOUS LICENCE EXCLUSIVE 6&7)
197	MAÎTRE GIMS	CEINTURE NOIRE	PLAY TWO
199	GAEL FAYE	LUNDI MECHANT	EXCUSE MY FRENCH / ALLPOINTS

Top 200 New Albums Streaming 2021 Believe and strategic partners projects

Rang	Interprète	Titre	Label
7	NAPS	LES MAINS FAITES POUR L'OR	OK MANY INDUSTRIE / 13ÈME ART MUSIC
8	DJADJA & DINAZ	SPLEEN	CARRÉ MUSIC / ALLPOINTS
11	JUL	DEMAIN ÇA IRA	D'OR ET DE PLATINE
12	PNL	DEUX FRERES	QLF RECORDS
19	TAYC	FLEUR FROIDE	PLAY TWO
20	JUL	LOIN DU MONDE	D'OR ET DE PLATINE
22	LANDY	A-ONE	109 RECORD / ALLPOINTS
33	LE CLASSICO ORGANISÉ	LE CLASSICO ORGANISÉ	RIEN SANS RIEN
34	13 ORGANISE	13 ORGANISE	RIEN 100 RIEN
36	ZKR	DANS LES MAINS	MORNING GLORY MUSIC / ALL ROAD / ALLPOINTS
37	MAÎTRE GIMS	LE FLÉAU	PLAY TWO
38	HATIK	VAGUE À L'ÂME	PLAY TWO
40	DJADJA & DINAZ	DRÔLE DE MENTALITÉ	CARRÉ MUSIC / ALLPOINTS
42	OBOY	NO CRARI	SYNDICATE RECORDS / 6&7
48	JUL	LA MACHINE	D'OR ET DE PLATINE
49	VIANNEY	N'ATTENDONS PAS	TÔT OU TARD
58	JUL	ALBUM GRATUIT, VOL. 6	D'OR ET DE PLATINE
62	JUL	RIEN 100 RIEN	D'OR ET DE PLATINE
76	NAPS	BEST LIFE	OK MANY INDUSTRIE / 13ÈME ART MUSIC
77	JUL	C'EST PAS DES LOL	D'OR ET DE PLATINE
80	TAYC	FLEUR FROIDE - SECOND ÉTAT : LA CRISTALLISATION	PLAY TWO
81	NAZA	GROS BEBE	CAPRICAROLESCUE
87	MISTER V	MVP REEDITION	HEY PELO RECORDS
89	JUL	LA ZONE EN PERSONNE	D'OR ET DE PLATINE
92	NAPS	ON EST FAIT POUR ÇA	ALL POINTS
97	JUL	INDÉPENDANCE	D'OR ET DE PLATINE
102	KEKRA	KEKRA	VRL
114	DTF	DOUBLE STAR	QLF RECORDS
126	MISTER YOU	HLM2	HASTA LA MUERTE
132	JOK'AIR	VI REPUBLIQUE	PLAY TWO
133	HEUSS + VALD	HORIZON VERTICAL	150 PRODUCTIONS / ECHELON RECORDS
139	OBOY	MAFANA	SYNDICATE RECORDS
142	HEUSS L'ENFOIRE	EN ESPRIT	ALLPOINTS
143	BRULUX	LA SANS PITAX	BRULER
145	NAPS	CARRÉ VIP	OK MANY INDUSTRIE / 13ÈME ART MUSIC
146	OBOY	OMEGA	6&7
154	HOSHI	SOMMEIL LEVANT	JO & CO
155	KALASH CRIMINEL	SELECTION NATURELLE	SALE SONORITE RECORDS
156	MAÎTRE GIMS	CEINTURE NOIRE	PLAY TWO
163	S.PRI NOIR	ÉTAT D'ESPRIT	M16 / ALLPOINTS
172	JOK'AIR	JOK'TRAVOLTA	PLAY TWO
185	DTF	ON IRA OU?	QLF RECORDS

Top 200 Singles Streaming 2021 Believe and strategic partners projects

Rang	Interprète	Titre	Label
1	NAPS	LA KIFFANCE	OK MANY INDUSTRIE ET 13ÈME ART MUSIC
3	OBOY	TDB	SYNDICATE RECORDS
4	KOFS, SOSO MANESS, ELAMS, JUL, SCH, NAPS, SOLDA, HOUARI, 13 ORGANISÉE	BANDE ORGANISÉE	RIEN 100 RIEN
6	TAYC	LE TEMPS	PLAY TWO
28	JUL	PIC ET PIC, ALCOOL ET DRAME	D'OR ET DE PLATINE
29	NAPS	LA DANSE DES BANDITS	OK MANY INDUSTRIE ET 13ÈME ART MUSIC
41	LANDY	MÉDUSA	109 RECORD
48	OBOY	CABEZA	SYNDICATE RECORDS
49	VIANNEY	BEAU-PAPA	TÔT OU TARD
53	NAZA FEAT. NISKA	JOLI BÉBÉ	CAPRICAROLESCUE
60	DJADJA & DINAZ	À CŒUR OUVERT	CARRÉ MUSIC
61	JUL	ALORS LA ZONE	D'OR ET DE PLATINE
62	JUL, SCH	MOTHER FUCK	D'OR ET DE PLATINE
76	NAPS	BEST LIFE	OK MANY INDUSTRIE/13ÈME ART MUSIC
91	H MAGNUM	BANSKY	MAGNUM PUBLISHING
109	KALASH, GAZO	TU LE SAIS	PLAY TWO
121	JÉRÉMY FREROT	UN HOMME	LA FINCA SOUS LICENCE EXCLUSIVE 6&7
123	LANDY, NISKA	MILLIONS D'EUROS	109 RECORD
134	LANDY	ENFANTS TERRIBLES	109 RECORD
138	OBOY	CRUEL	SYNDICATE RECORDS
139	NAPS	6	OK MANY INDUSTRIE / 13ÈME ART MUSIC
141	MAÎTRE GIMS	JUSQU'ICI TOUT VA BIEN	PLAY TWO
146	DJADJA & DINAZ	DANS LE RÉSEAU	CARRÉ MUSIC
158	OBOY	AVEC TOI	6&7
161	LE CLASSICO ORGANISÉ	LE CLASSICO ORGANISÉ	RIEN 100 RIEN
164	UZI	À LA FÊTE	ARGENTIC MUSIC
185	LE CLASSICO ORGANISÉ	LOI DE LA CALLE	RIEN 100 RIEN

Appendix 2 – Streaming platforms 2021 rankings

Top 10 of the most streamed artists on Spotify France in 2021 :

1. Jul
2. Ninho
3. SCH
4. Damso
5. Naps
6. Booba
7. PNL
8. Djadja et Dinaz
9. PLK
10. Nekfeu

Top 10 of the most streamed tracks on Deezer France in 2021 :

- 1 : Naps - La Kiffance
- 2 : Soso Maness - Petrouchka (feat. PLK)
- 3 : 13 Organisé - Bande organisée
- 4 : Tones and I - Dance Monkey
- 5 : Dua Lipa & Angèle - Fever
- 6 : Tayc - Le Temps (Play Two)
- 7 : Alonzo - La Seleçao (feat. Jul & Naps)
- 8 : Blinding Lights, The Weeknd
- 9 : Lil Nas X - MONTERO (Call Me By Your Name)
- 10 : Booba - Mona Lisa (feat. JSX)

Top 10 of the most streamed tracks on Apple music France in 2021 :

- 1 : Naps - La Kiffance
- 2 : 13 Organisé - Bande organisée
- 3 : Ninho - Tout en Gucci
- 4 : Dua Lipa & Angèle - Fever
- 5 : Booba - Mona Lisa (feat. JSX)
- 6 : Alonzo - La Seleçao (feat. Jul & Naps)
- 7 : PLK - Pilote (feat. Hamza)
- 8 : Tayc - Le Temps (Play Two)
- 9 : OBOY - TDB (6&7)
- 10 : Soso Maness - Petrouchka (feat. PLK)