

'Zen by Deezer' launches in France – a holistic wellbeing app for a growing market

Combining 15 years' experience of user insight in music streaming with the knowledge of over 50 renowned experts, Zen by Deezer brings users more than 2000 wellbeing guides and exercises, as well as immersive music & audio experiences for sleep and relaxation.



Paris, December 21, 2022 – Deezer (Euronext Paris: DEEZR), the global music streaming service has officially launched [Zen by Deezer](#) in France, tapping into the growing digital wellbeing market with a goal to deliver one of the largest and most comprehensive catalogs in the country. The new paid subscription app offers a holistic and personalized wellbeing journey, guided by a wide range of renowned experts. This launch marks the first step in Deezer's ambition to expand its portfolio with a focus on improving unit economics.

Zen by Deezer features adaptive music and audio experiences for sleep and relaxation, developed in cooperation with LifeScore. With access to seven different relaxing themes, users will experience a soundtrack of music and ambient sounds created in real-time through LifeScore's music technology.

The app also includes more than 2000 guides, exercises and other content created by over 50 psychologists, coaches, teachers and other recognized experts. The content includes exclusive video and audio focused on sleep, meditation, mental wellbeing, personal development, yoga, nutritional advice, fitness and much more.

"This is a landmark achievement and I'm very proud and excited to introduce Zen by Deezer in France," said Jeronimo Folgueira, CEO, Deezer. "Taking care of your physical and mental health is becoming a top priority for people of all ages and with Zen by Deezer anyone can create their personal path to a healthier lifestyle. We've built a unique, all inclusive digital wellbeing experience with innovative music and audio experiences, that gives us a clear competitive edge in this growing market, and complements our music offering really well."

The French language version of Zen by Deezer is available for Android and iOS in France from December 21, 2022. Deezer is also developing an English language version with a planned launch in 2023.

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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 the Euronext Paris regulated market (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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