

## **Believe Launches BEEEF, a Comprehensive Artist Service**

### **Aiming to Propel Indie-Pop Artists to the Top 20 of Thai Music Charts by 2025**

Believe Thailand, a global leader in digital music management, has launched BEEEF, its latest unit offering comprehensive artist services. This unit focuses on indie-pop artists and music creators, utilizing technology and deep data analysis to develop strategies and help artists grow robustly in Thailand's digital music industry. BEEEF also aims to create a community where artists can support each other like a musical family. Believe plans to push as many artists under its care into the top 20 of the Thai music charts by 2025. Ms. Somwalee Limratchatamorn, Country Director of Believe Thailand, commented on the current music industry: "Streaming platforms like Spotify and Apple Music have revitalized the global music market. Over the past two years, Asia has been one of the fastest-growing regions for streaming platforms. In Thailand, premium streaming platform subscriptions have grown the most in Asia, providing Thai music labels and artists with opportunities to grow alongside the digital streaming trend and embrace new music genres. However, competition in this business is also intensifying, leading to the establishment of Believe Digital Thailand, which offers digital music management services using technology and deep data analysis to create unique and targeted music strategies. Believe's main services include distribution representation, which does not hold copyrights to the artists' works, and comprehensive artist services that act as a partner to help artists achieve their dreams. Additionally, Believe seeks business partners, including music labels, brands, and independent artists with similar goals, to advance Thailand's music industry."

Mr. Jensakda Jarana, Head of Marketing Project Management, stated: "Thai music listening trends have significantly changed since the advent of streaming platforms. Thai listeners can now access a wide variety of music more conveniently, expanding their listening scope beyond mainstream music to include indie, hip-hop, and regional music from the Northeast and South. For music labels and artists, producing work has become easier with modern, user-friendly, and cost-effective technology, allowing anyone to become an artist and release music. Believe sees an opportunity to support these artists' growth in the industry through Artist Services, which assist with music production funding, marketing, and promotion. Previously, we had a unit called Byond that managed hip-hop and R&B artists. Today, with more indie-pop artists joining us, we have formed a dedicated team to support them, leading to the creation of the new unit, BEEEF."

Mr. Yotsathorn Boonyatanapiwat, Senior Artist & Repertoire, explained that BEEEF stands for Bringing Every Emerging Echo Forward, inspired by the diversity of indie-pop artists, akin to different cuts of beef with unique flavors and charms but a common deliciousness. Believe acts as the chef, enhancing the "beef" or indie-pop works to be more harmonious and balanced. BEEEF also provides tools and data, such as streaming platform statistics, listener behavior, and music revenue, which artists and Believe's team use to guide music production and develop strategies for artists, taking them further. Additionally, BEEEF creates a community for indie-pop artists to exchange experiences, work in the

industry, and collaborate with other artists in the label. We want this community to be like a family and a second home for our artists, making them proud to have Believe by their side."

Believe Thailand officially launched BEEF with an event where Believe's executives introduced the new unit and highlighted successful artists who have worked with Believe, such as TIMETHAI, Fellow Fellow, Reinizra, and the famous rapper SARAN, who became the most-streamed artist on Spotify Thailand in 2024 after collaborating with Believe. The event also featured a panel discussion on "The Current and Future Trends of Thai Indie-Pop," with Time Narubet from Blackbeans, Meen Parin from Moving and Cut, OOH from The Yers, and Jen from ELECTRIC NEON LAMP, who is also an executive at Believe. Additionally, Believe delighted attendees with special showcases from leading Thai indie-pop artists, including Reinizra, Blackbeans, Lower Mansion, and Hunter.

### **About Believe**

Believe is one of the world's leading digital music companies. Believe's mission is to develop independent artists and labels in the digital world by providing them the solutions they need to grow their audience at each stage of their career and development. Believe's passionate team of digital music experts around the world leverages the Group's global technology platform to advise artists and labels, distribute and promote their music. Its 2,037 employees in more than 50 countries aim to support independent artists and labels with a unique digital expertise, respect, fairness and transparency. Believe offers its various solutions through a portfolio of brands including Believe, TuneCore, Nuclear Blast, Naïve, Groove Attack, AllPoints, Ishtar and Byond. Believe is listed on compartment B of the regulated market of Euronext Paris (Ticker: BLV, ISIN: FR0014003FE9). [www.believe.com](http://www.believe.com)