



Believe expands Artist Services in MENA, kicking off exciting new chapter with its latest landmark signing of Nancy Ajram

Paris, 16 July 2025 – Believe, one of the world’s leading digital music companies, proudly announces a major milestone in the expansion of its Artist Services (AS) division in the MENA region, with the signing of legendary Arabic pop star Nancy Ajram, along with Lebanese superstar Ragheb Alama and Egyptian icon Angham.

These three strategic deals reinforce Believe’s growing position in the region, highlighting a commitment to local artist development and an expansion of top talent across the roster. Following the announcement of a revamped leadership team in 2024, Artist Services has been expanding, under the leadership of Celine Hitti, from North Africa across the region, with a focus on both Egypt and Lebanon.

Nancy Ajram (Lebanon)

Widely known as the **“Queen of Arab Pop,”** Nancy Ajram has defined Arabic pop music over the past two decades with ten studio albums, including Nancy 8 (2014), Nancy 9 (2017) and Nancy 10 (2021). Her ability to blend traditional and modern sounds has made her an international star, echoing Believe’s mission to empower artists to grow globally while preserving local authenticity.

Ajram has been a long-standing partner with Believe, working with Believe Artist and Label Solutions (LAS), for digital distribution and marketing services for more than 14 years. She now joins Artist Services, gaining access to a premium partnership that combines technology, data and marketing expertise through teams at both a local and international level, working in sync with her veteran team to deliver world class service. With a highly anticipated new album “Nancy 11” coming out July 17th, Nancy is one of three key figures in Believe’s strategy to grow its presence across MENA through premium long-term collaborations.

Believe is also pleased to announce the **signing of two additional key artists as part of this regional expansion:**

Ragheb Alama (Lebanon)

A pioneer of modern Arabic pop and a household name in the Middle East, Alama transitions from Label and Artist Solutions, where he partnered with Believe on distribution services since 2016 - into Artist Services ahead of his highly anticipated 2025 studio album. This deal further solidifies Believe’s leadership in Arabic music and

underscores its focus on high-impact partnerships. Alama's upcoming album will be his first full album release in more than a decade of remarkable single hits. A pioneer in Arabic pop music, Alama has continuously evolved his artistic brand since 1985, successfully reinventing himself across three generations, making him one of the few artists to maintain lasting relevance and admiration with audiences young and old alike. Widely recognized for introducing modern Arab music videos and setting new standards for visual and artistic presentation, he has played a key role in shaping the region's pop culture landscape. This new album reaffirms his position as a timeless icon and leading force in the evolution of Arabic music.

Angham (Egypt)

Known as the "Sound of Egypt," Angham is one of the most respected figures in Egyptian pop, with a career spanning more than three decades. Since 2021, she has been self-producing music under her label Soot Masr in collaboration with Believe Label and Artist Solutions, scoring ten major hits. And more recently, through a new Artist Services deal, Angham successfully released her comeback album Teegy Nsib in July 2024 with Believe's full-service support. The album will soon celebrate its first anniversary, featuring the hit Houwa Anta Meen and marking the occasion with a Dolby Atmos release in Egypt in early 2025. It was selected for Spotify's Editors' Picks in 2024, made it to the top 10 Arabic Albums in 2024 on Anghami - where Angham also ranked as one of the top 10 Egyptian artists of the year, made a significant impact on fans and media across Egypt and the region embarking on an extensive tour across the region.

Viktoria Siniavskaia, Regional Managing Director & President – Meta – East & Southern Europe declares: "The signing of these three key figures, marks a defining milestone in Believe's journey across the MENA region. It reflects the accelerating growth of our Artist Services division in Egypt, Lebanon, and beyond. With a renewed leadership team and a long-term vision rooted in local talent development, this is a new chapter for Believe in the region."

"We are incredibly proud to be continuing our work with iconic artists like Angham, Ragheb Alama & Nancy Ajram, three of the defining voices of Arabic pop. The long-term relationships we've built and the confidence they've shown in us with these new deals highlights our dedication to developing artists and continuing to grow their success."
Added Regional Managing Director for MENA, Dolly Makhoul.

Together, Nancy Ajram, Angham and Ragheb Alama form a cornerstone of Believe's Artist Services roster and evolution in the MENA region. These ongoing collaborations and renewed deals highlight Believe's role as a trusted, long-term partner in the careers of legendary artists. In addition to these deals Believe continues to strengthen its presence in North Africa, supporting the next generation of talent across the region. This includes

artists like Jenjoon from Tunisia and Hassa1 from Morocco, who are continuing to develop their audiences, grow their reach, and take their careers to the next level.

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

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