



LAST NEWSLETTER OF 2021

As 2021 draws to a close, we look back at some of the highlights of the year and explore some of the year's music trends we witnessed with our clients and partners.

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Welcome to the December 2021 Investor Newsletter

In this issue, we turn our attention to the progress 7digital has made in expanding our client base in our key target markets. Our client portfolio illustrates the strength of our music-as-a-service platform and our understanding of each client's needs.

eMusic Live has had a busy year – livestreaming events globally with some world-renowned artists while also evolving the digital merchandising platform, including the first offering of NFTs.

We also wrap up the year by looking at some of this year's trends based on 7digital client usage, with top artists in the fitness and social media sectors including chart-toppers Olivia Rodrigo, Justin Bieber, Ed Sheeran and Ariana Grande.

While the year hasn't always been plain sailing, we are proud of our achievements and we look forward to keeping you abreast of our progress in 2022.

Wishing you all the best for 2022

Paul Langworthy,
CEO



2020 was a funny old year. Then along came 2021...

Despite world upheavals, survey after survey has shown that music keeps people sane. As we noted last month, in their annual survey, the largest of its kind, IFPI found that people are listening to more music with 80% of participants saying music boosted emotional wellbeing and 87% said it improved their happiness. Fans are also increasingly embracing exciting new ways of engaging with music via

social media, gaming and livestreaming as well as home fitness – trends set to continue well beyond the pandemic. In 2021, we made great progress in delivering on our strategy to target these sectors. And in that spirit, we raise a (virtual) glass to our clients, shareholders and partners as we share just some of the highlights of 2021.

FITNESS AND WELLBEING

This year we made significant strides in the fitness and wellbeing segment. Home fitness, in particular, is a growing market, accelerated by the circumstances of the pandemic. In 2021, we signed a roster of new clients across health and wellbeing, including:

- FORME life, a premium home fitness system that delivers one-on-one experiences through elegant, full-length mirrors that transform into immersive personal training studios
- Barry's, the global fitness brand
- Volava, an interactive fitness platform with a bike-based online fitness offering
- MedRhythms, a company specialising in music-based health for dementia sufferers

...and more.



SOCIAL MEDIA

The growth of social media continued to dominate headlines in 2021 and 7digital made some exciting progress in this sector. This included signing a long-term contract with leading content community and social platform Kuaishou, based in China, to provide their mobile apps with licensed music globally.

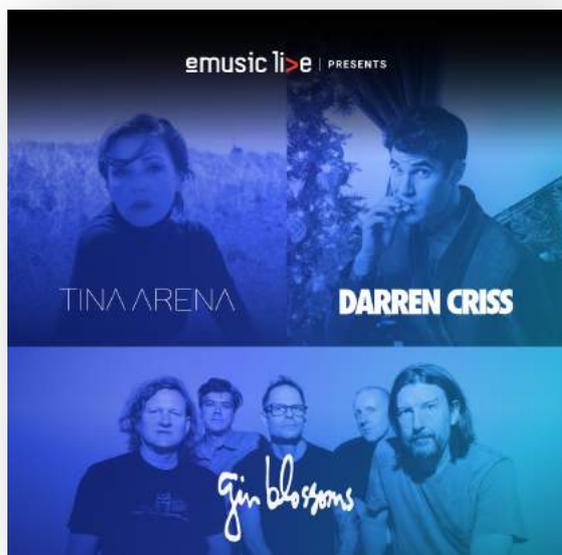
We also continued to service Triller, an AI-powered app that allows users to choose their favourite music to create auto-edited, professional-quality videos that can be published on the app or shared via other social media channels.



LIVESTREAMING

eMusic Live has partnered with artists, agencies and venues to provide new monetisation opportunities for the music industry, hosting over 75 livestream and hybrid events during the year. This included performances from the likes of Crowded House, Tina Arena, Ivri Lider and Alfie Boe who was joined by Gary Barlow, Amanda Holden, Freddie Fox and Jason Manford in the multi-camera, hour-long concert.

A key highlight was eMusic Live becoming the first music livestream platform to offer artist NFTs alongside ticketed events, with the offer of an NFT alongside tickets to The Aces livestream in June. Since then, eMusic Live has offered artist NFTs by Darren Criss and Gin Blossoms. This furthers our longstanding commitment to artist monetisation and we are very excited about the prospects for this technology.



NEW CLIENTS AND PARTNERSHIPS

We were delighted this year to sign a multi-year renewal with our global technology customer across multiple territories – a major validation of the scale of our platform – and to renew our contract with Global Radio, the largest commercial radio company in Europe. In October, we also announced the signing of seven new contracts, including three with new clients, worth an aggregate total of £1 million over the term of the contracts.

We also continued to enhance our platform and increase our offer to global brands through establishing new integrations

and partnerships with Super Hi-Fi, an audio technology company using AI-based technologies to provide audio stitching and automated content curation; Muzooka, the world's largest verified artist asset database; and ACRCLOUD, a provider of User Generated Content monitoring.

We wish our shareholders, clients and partners a successful (and musical) 2022!

7digital music streaming trends 2021

15 billion minutes

streamed by users across 7digital clients



TRENDING ARTISTS IN SOCIAL MEDIA *

- 1** TESHER
- 2** DABABY
- 3** MEGAN THEE STALLION
- 4** DIXIE
- 5** ED SHEERAN

- 6** OLIVIA RODRIGO
- 7** JUSTIN BIEBER
- 8** RODDY RICCH
- 9** DOJA CAT



eMusic Live launched its first artist NFT

alongside ticketed livestream with The Aces - 100% of fans who visited the platform redeemed their NFT

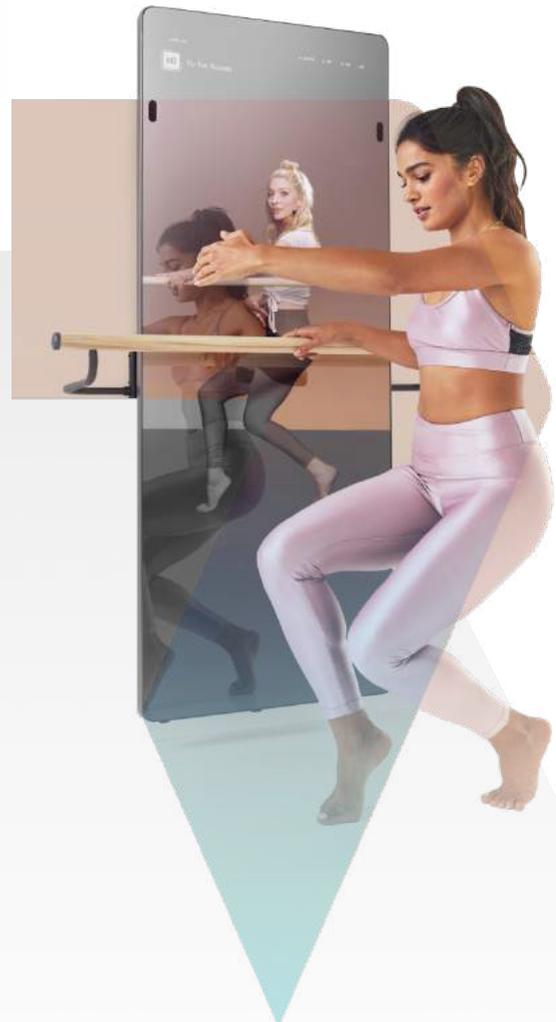


eMusic Live hosted

75+

performances

including livestream and hybrid events



TRENDING ARTISTS IN ONLINE FITNESS*

- | | |
|-------------------------|------------------------|
| 1 CALVIN HARRIS | |
| 2 DAVID GUETTA | 6 ARIANA GRANDE |
| 3 SPICE GIRLS | 7 SIGMA |
| 4 CHASE & STATUS | 8 LIZZO |
| 5 LANA DEL REY | 9 AVICII |

*Based on select 7digital clients in the fitness and social media sectors