



MAJOR CONTRACT AWARDED AND 7digital's CUSTOMERS CREATE BUZZ

In this month's newsletter, 7digital highlights its new significant contract with a pan-Asian multinational corporation and spotlights some of its customers' recent achievements.

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WELCOME TO 7digital's APRIL 2022 INVESTOR NEWSLETTER

7digital's customers rely on our music-as-a-service platform to create engaging experiences for their users. Our technology does the heavy lifting – so clients can concentrate on what they do best. What's more, our platform offers customers the most comprehensive music catalogue – enabling them to truly differentiate their brand.

Attracting customers is one thing, but what makes them stay? Our world leading B2B platform and services are obviously a key factor – and the number of contract renewals and extensions reflect this. First class customer service across product, technical and content support lays the foundation for the trust we have built up with clients. Gaining access to our leading global catalogue helps as well. At 7digital, our relationships with clients and partners, from growing start-ups to global giants, are central.

This issue of Investor Newsletter celebrates some of those new and long-standing relationships. Read about a major new contract 7digital has signed with a pan-Asian multinational corporation – the beginning of a highly significant connection for us.

I'm also delighted to tell you our joint venture eMusic Live will partner with iHeartMedia to exclusively livestream this year's iHeartCountry Festival in the US. One of the premier Country music festivals, the event will feature some of Country's biggest names and offer unique artist-to-fan experiences. The festival takes place in Austin, Texas on 7 May.

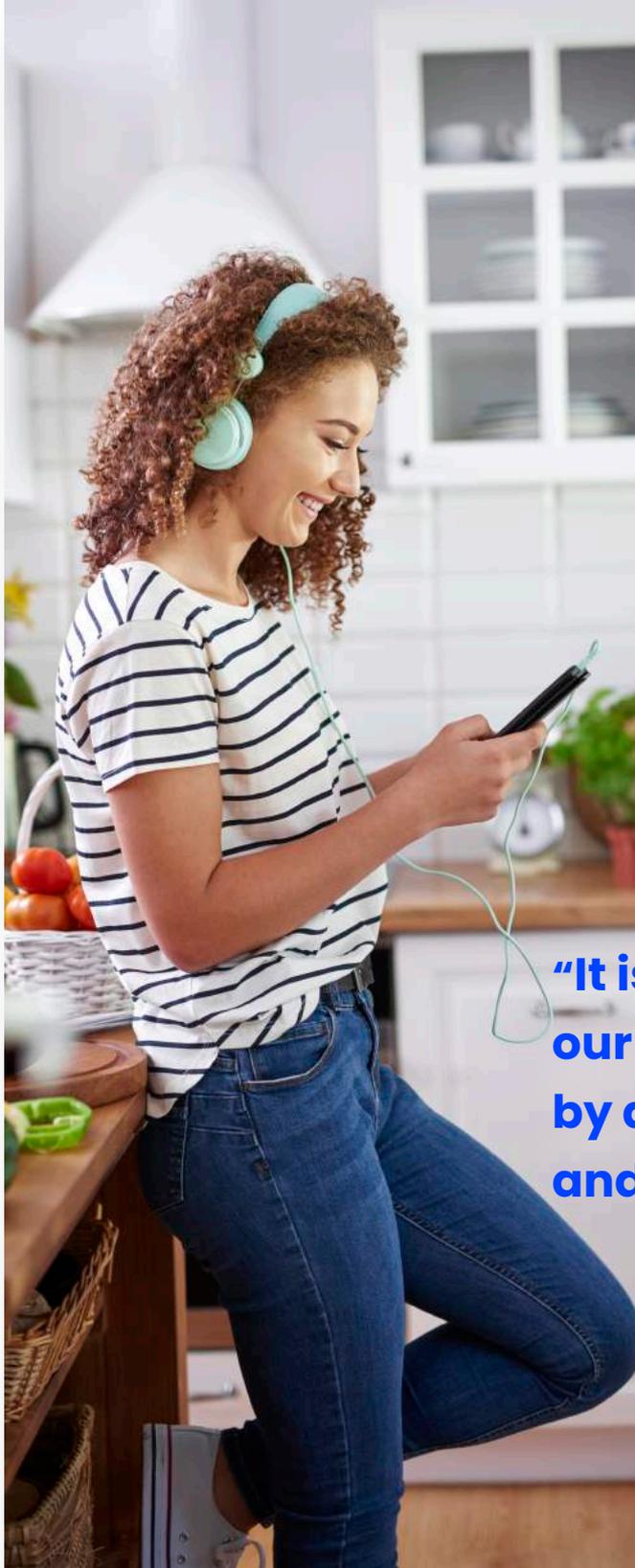
In addition, in Clients in the News, we spotlight one of 7digital's clients: Kuaishou. The leading content community and social platform became a client in 2021 and has recently released an exciting quarterly update. We are thrilled to see their progress and we hope to share in their success.

Finally, as you may have seen, this month we have changed Nominated Adviser, appointing Strand Hanson. We very much look forward to working with them as well as maintaining our relationship with Arden Partners, who continue to act as broker to 7digital.

Paul Langworthy
CEO



7digital LANDS MAJOR CONTRACT WITH ASIAN MULTINATIONAL



A very important relationship kicked off this month when 7digital signed a multi-year contract worth at least £1 million with a pan-Asian consumer services company.

The new client will use several unique services provided by 7digital's music-as-a-service platform to deliver an app-based music streaming service and enhance engagement with its customers. The client will have access to their licensed content from 7digital's global catalogue. 7digital, global leader in B2B, end-to-end digital music solutions, will also offer curation through its Playlisting Tool.

"This is a major, multi-year contract for 7digital that further enhances our visibility over our forecast revenues for the next two years. It is an important endorsement of our offering having been awarded by a multinational corporation and after a competitive tender," said Paul Langworthy, CEO of 7digital.

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Paul Langworthy, **CEO**

"This win reflects how brands are increasingly using digital music solutions to engage with their customers. We're pleased to see our pipeline continue to translate to signed contracts and we look forward to updating the market on further progress."

eMUSIC LIVE PARTNERS WITH IHEARTMEDIA

In another great relationship established for eMusic Live, our joint venture with eMusic has partnered with iHeartMedia to exclusively livestream this year's iHeartCountry Festival presented by Capital One in the US.

iHeartCountry is one of the premier Country music festivals and is set to include performances from today's hottest Country superstars such as Thomas Rhett, Carrie Underwood, Zac Brown Band and Maren Morris.

Hosted by Bobby Bones, one of iHeartMedia's nationally-syndicated top on-air personalities, the festival is taking place on 7 May 2022 at the Moody Centre, a state-of-the-art venue in Austin,

Texas, and will also feature other big Country names such as Dustin Lynch, Jimmie Allen, Scotty McCreery and Cody Johnson. Past performers include Tim McGraw and Keith Urban.

Paul Langworthy, CEO of 7digital, said: "By partnering with iHeartMedia to exclusively livestream the iHeartCountry Festival, we are continuing to cement eMusic Live's position as the world's leading commercial livestream platform. Building on our recent collaboration with AEG Presents for Cali Vibes, the world's premiere reggae festival, eMusic Live will now be hosting the biggest artists in Country music."

"This reflects the strength of eMusic Live's uniquely immersive digital experiences that benefit both artist and audience. We look forward to working with iHeartMedia and other major live music companies as we continue to make further progress with our platform."

Paul Langworthy, CEO of 7digital



Through its partnership with eMusic Live, the iHeartCountry livestream will feature exclusive backstage content and interviews, captured live at the festival, bringing a new level of customisation.

Tamir Koch, President of eMusic, added: "The iHeartCountry Music Festival is going to be such a special event for fans – with an incredible line up and engaging features on our platform that are built to be immersive and unique to the digital experience."

For more information on iHeartCountry Festival visit [eMusicLive.com/iHeartCountry](https://emusiclive.com/iHeartCountry).



MORE ON IHEARTMEDIA

iHeartMedia, Inc. [Nasdaq: IHRT] is the leading audio media company in America, reaching

over 90% of Americans every month, and has a portfolio of unmatched consumer brands and industry-leading events. iHeart's broadcast radio assets alone have more consumer reach in the U.S. than any other media outlet and twice the reach of the next largest broadcast radio company.

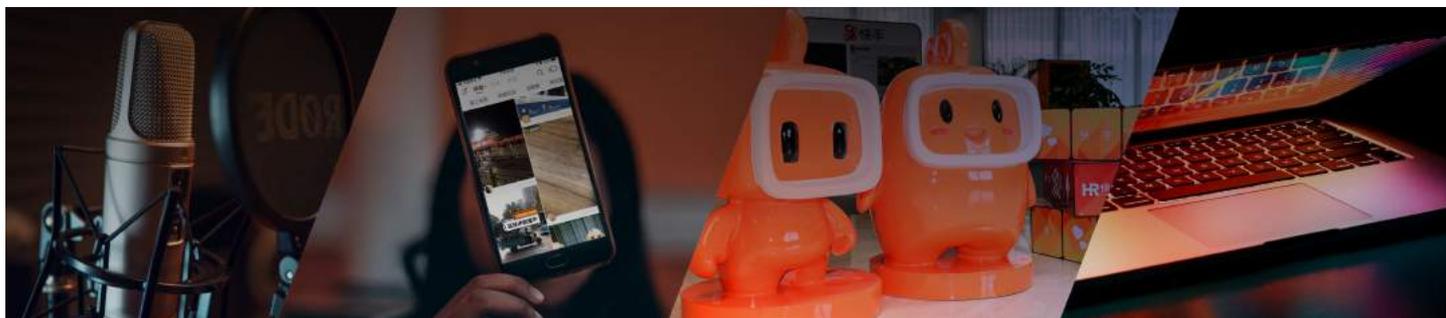
iHeartCountry Festival is part of iHeartRadio's roster of nationally-recognised concert events including the iHeartRadio Music Festival, iHeartRadio Music Awards, the nationwide iHeartRadio Jingle Ball Concert Tour, iHeartRadio Fiesta Latina, iHeartRadio Wango Tango, iHeartRadio ALTer Ego and iHeartRadio Podcast Awards.

The company continues to leverage its strong audience connection and unparalleled consumer reach to build new platforms, products and services.

"Our livestream platform is built to generate meaningful, interactive experiences that bring more live music to more fans."

Tamir Koch, President of eMusic.

SHOWCASING CUSTOMERS



KUAISHOU

KUAISHOU the leading content community and social platform, which became a 7digital client in 2021, saw its highest annual growth that year. The company’s mission is to be the most customer-obsessed in the world. 7digital provides the company’s mobile apps with global licensed music.



Defies predictions

Kuaishou’s revenue beat the forecasts and defied China’s economic slowdown according to BNN Bloomberg. Sales rose **35%** to 24.4 billion yuan (**\$3.8 billion**) against the 23.1 billion yuan predicted by analysts, the newswire reported last month. “China’s second-largest short video company is joining its peers in embracing a new era of cautious expansion in the country’s giant internet sector.”

[Full report](#)

The Midas List

The Forbes Midas List is an annual definitive ranking of the top 100 tech investors and, every year, TrueBridge looks at the top ten companies creating significant value for investors on this list. Despite this year being dominated by veteran industry names, Kuaishou made its debut at #6 alongside other newcomers such as Roblox and Nubank. This follows Kuaishou reporting a sales increase of 35% in the fourth quarter of 2021.

[See the full list](#)

