

## FNAC AND DEEZER ANNOUNCE A STRATEGIC ALLIANCE

**FNAC, a leading distributor of cultural and technical products, and Deezer, the world's most diverse, dynamic and personal music streaming company, have announced an exclusive long-term international strategic alliance, designed to strengthen their leadership in the music market. As part of this strategic partnership, Fnac may become a Deezer shareholder.**

The evolution of the music market continues with the growth of digital, where streaming (which complements usage in the physical and live market) is now the dominant method of consumption. As a result of this, Fnac, the top music store and ticket vendor in France, and Deezer have decided to join forces in order to bolster the growth of their respective businesses. The alliance enables both companies to build bridges between the various music markets (physical, digital and live) and to offer the public new services, thereby developing new growth drivers which will ultimately benefit the entire music industry. This major sales partnership in Fnac's physical and digital networks will accelerate the recruitment of new Deezer customers. The success of this acceleration will allow Fnac to become a Deezer shareholder.

Fnac and Deezer are putting in place a commercial network that combines their respective strengths:

- Starting from the second half of 2017, **Fnac and Darty customers will benefit from access offers to Deezer services**, particularly when it comes to buying audio and music products (CDs, speakers, headphones, etc.) or membership programs.
- **Thanks to Deezer, Fnac customers will now be able to listen to music before buying it**, not only at Fnac.com but also in stores.
- FNAC and Deezer will combine forces to **promote the numerous musical events they organize or in which they are partnering**.
- Deezer will recommend to its customers' **concerts on sale through FNAC's ticket offices**.
- **Fnac will now be able to offer its customers the best that music streaming has to offer: customers of the current Fnac Jukebox service will be given a welcome offer as well as the option to migrate their favorite content to the Deezer platform**. The marketing of Fnac Jukebox services is expected to be discontinued before the end of the first half of 2017.

*"We are proud to announce this ambitious agreement, which marks a strategic landmark for Fnac. Deezer is the ideal partner in the field of digital music distribution. Together, we have worked to ensure that this partnership will be beneficial for our customers and will drive growth for both companies. This alliance will contribute to the growth of a virtuous ecosystem for the distribution of music, in line with Fnac's historic commitment to the industry"* **stated Alexandre Bompard, CEO of Fnac Darty.**

*"This partnership is excellent news for Deezer and Fnac, for market players, and for music fans everywhere. Already a partner of the largest French telecommunications operator, we are delighted, as the number one streaming service in France, to combine our music expertise and technology with the market leader for the distribution of cultural and technical products. This coming together of the physical and digital worlds can only be beneficial for both companies and the end consumers,"* **added Alexis de Gémini, CEO of Deezer in France.**

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**About Fnac Darty** - Operating in nine countries, Fnac Darty is a European leader in the retail of entertainment and leisure products, consumer electronics and household appliances. As of december 2016, the group has a multi-format network of 664 stores, including 455 in France and is ranked France's second most visited e-commerce site (more than 13.6 million unique visitors per month) with its two retail websites, [fnac.com](http://fnac.com) and [darty.com](http://darty.com). A standard-setting omni-channel retailer, Fnac Darty posted pro forma revenues of €7.4 billion in 2016.

**About Deezer** – Deezer connects over 10 million active users around the world to over 43 million tracks. Available in more than 180 countries worldwide, Deezer gives instant access to the most diverse global music streaming catalogue on any device. Deezer is the only music streaming service with Flow, the unique mix of all your old favourites and new recommendations in one ever-changing stream. Based on an intuitive, proprietary algorithm and created by people who love music, it's the only place to hear all your music back-to-back with fresh discoveries tailored to you. Deezer is available on your favorite device, including smartphone, tablet, PC, laptop, home sound system, connected car or smart TV.

Making music happen since 2007, Deezer is a privately held company, headquartered in Paris with offices in London, Berlin, Miami and around the world. Deezer is available as a free download for iPhone, iPad, Android and Windows devices or on the web at [deezer.com](http://deezer.com).

For the latest news on Deezer go to [Deezer.com/company/press](http://Deezer.com/company/press)