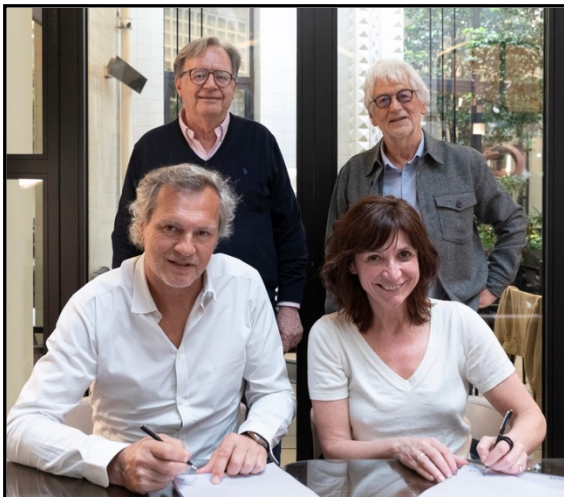




PRESS RELEASE

PARTNERSHIP AGREEMENT BETWEEN THE ADAMI AND THE SCPP

27/05/2024



Marc Guez, Managing Director of the SCPP
Michel Joubert, Manager of the ADAMI
Olivier Nusse, Chairman of the SCPP's Board of Directors
Anne Bouvier, Chairwoman of the ADAMIS' Board of Directors

The SCPP collects and distributes their collectively managed rights to sound recording producers. The ADAMI collects and distributes their collectively managed rights to music and audiovisual artists.

Both companies jointly acknowledged that the situation in France creates inefficiencies that are detrimental to all rights holders and weakens their ability to negotiate their rights. This is because there are 7 related rights collective management organizations in France, whereas in most European countries there is only one. Performers and producers are creative partners, who may have opposing interests, but who clearly have common interests to defend, and who have demonstrated, both in France through SPRE and COPIE FRANCE and abroad through their joint organizations, that they are perfectly capable of working in harmony and intelligently for the common benefit of their respective rights holders. In addition, collective management organisations have become big data companies requiring their information systems to be continuously adapted. This challenge will come into its own with the development of artificial intelligence.

In response, the two companies have signed a partnership agreement to pool their respective databases and distribution tools for private copying remuneration and equitable remuneration through creating a joint subsidiary. A study is underway to draw up the operational implementation

of this distribution. It should be noted that the ADAMI recently modified its distribution rules and that they are now close to those used by the SCPP, allowing the adoption of common rules for allocation per sound recording.

The agreement includes an optional clause stating that, at the end of this pooling, the two companies may decide to merge the ADAMI and the SCPP within their joint subsidiary.

The agreement establishes the main governance rules that would apply if it were decided to merge the two companies within a framework of perfect parity between the powers of the artist's association and those of the producer's association.

The creation of the joint subsidiary will be submitted as soon as possible for approval by the general shareholders' meeting of each company.

Both companies' Boards of Directors would particularly like to thank Bruno Boutleux, Managing Director of the ADAMI until the end of 2024 January, who took the initiative for this merger.

Anne Bouvier, Chairwoman of the ADAMIS' Board of Directors said:

"I am very proud of this historic partnership that is in the public interest. Uniting forces across all divides can only grow collective management to meet today's challenges and those of the future. Thank you to Bruno Boutleux for his unwavering faith in developing a super champion of related rights. Thank you Olivier Nusse for listening. Thanks to Marc Guez for his enthusiasm. Thanks to the Adami Board for their trust and courage."

Olivier Nusse, the SCPP's Chairman of the Board said:

"I am pleased with this unprecedented agreement in France between producers and performers, which reflects a mutual desire to overcome the usual antagonisms and, above all, to build a stronger defence of our interests together, in a context where the music industry is constantly transforming. I would especially like to thank Anne Bouvier, who believed in this ambitious project from the outset, Bruno Boutleux, who initiated it, and Marc Guez, Managing Director of the SCPP, who convinced the producers of the merits of this merger."

Media information:

SCPP: Anouchka Roggeman - 06 61 89 59 63 - anouchka.roggeman@scpp.fr

ADAMI: Carine Deschenes - 06 85 18 00 62 - cdeschenes@adami.fr

The SCPP (Société Civile des Producteurs Phonographiques) collects and distributes remunerations collected on behalf of its members from users of sound recordings and music videos. Over 4,400 music producers currently belong to the SCPP, including the majority of French independent producers and international companies such as Sony, Universal, and Warner. In addition, the SCPP defends its members' rights, fights against piracy, and supports music creation. www.scpp.fr

The Adami provides services to nearly 100,000 performers: rights management, advocacy, financial assistance for projects, and career support. The Adami supports performers throughout their careers. From rights management to creative aid, we support and defend their work in France and around the world. www.adami.fr

Photo credits: François Maréchal