



STARTING H2 WITH STRONG COMMERCIAL MOMENTUM

7digital has kicked off the second half of the year with multiple contract wins – a sign of building momentum in core, high-growth industries. In this issue, we take a closer look at the latest deals, explore a new integration for our music platform and hear from Volava about why they partnered with 7digital.

- > Update from our CEO
Page 2
- > Contract roundup
Page 3
- > New partnership
Page 5
- > Spotlight on Volava
Page 6





Paul Langworthy
CEO

“Signing more than £1 million worth of contracts with home fitness clients and expanding our presence globally”

Busy start to H2

It's been a busy start to H2 for 7digital as we pursue sales leads, sign new and extended contracts, and enhance our market-leading music platform.

We boosted our growing roster of home fitness clients by signing deals with global fitness brand Barry's and European platform Volava. These contracts show the value of our simple, all-in-one solution for fitness brands to harness the power of music and create the complete workout experience for their customers. Over the last year, 7digital has established a dominant position in this fast-growing market, signing more than £1 million worth of contracts with home fitness clients and expanding our presence globally. Two new contract wins in the healthtech and wellness sectors also signalled an exciting expansion of the categories of companies that use 7digital's services.

While we are always delighted by new customers, it is paramount that we keep our existing clients satisfied. The renewal with our global technology company customer, on extended terms, is a major validation of our platform and the excellent service we provide our customers.

The pleasing thing is we are expanding the reach of our platform and building strong, long-term relationships with our customers. These multi-year contracts give us great confidence for 7digital's future as we continue to excel in our key growth areas.

ARDEN RESEARCH NOTE

Alongside these exciting business developments, investors should be advised that our broker Arden has this month published an extensive research note on 7digital with re-instated financial forecasts. The report can be accessed through the [Arden Partners Research Portal](#) and via Research Tree.

Investors are required to self-certify and register in order to access the equity research.

Contract Roundup

In July, we signed 24-month contracts with two new fitness clients: Barry's, the global fitness brand, and Volava, a European interactive fitness platform. The companies will use 7digital's music-as-a-service platform to power their services and both commence immediately and consist of an upfront set-up fee as well as recurring monthly revenues.

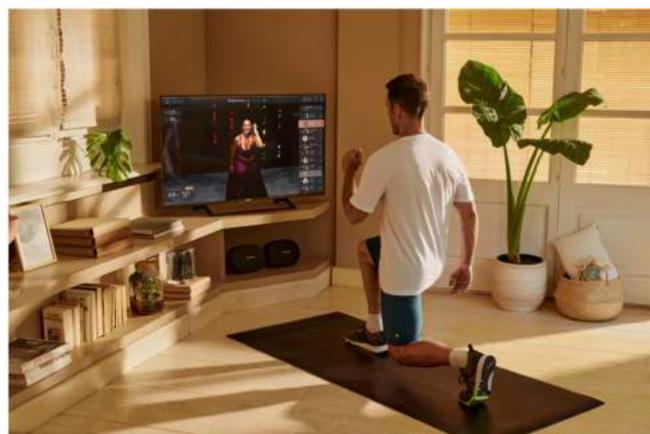
BARRY'S

Barry's is the global destination to experience the best workout in the world. Founded in 1998, it has 78 studios across 14 countries and over 30 cities worldwide. It will use 7digital's instructor playlisting tool in the US and Canada to access a fully cleared catalogue of music to power Barry's X, a new digital product offering a fully integrated, many-to-many camera-on experience for everyone who wants to try Barry's. In addition to rights clearances, Barry's will also leverage 7digital's built-in integration with MRI for publisher clearances, providing an automated, efficient, end-to-end rights management solution.



VOLAVA

Volava is a new way to train from home, with the most complete fitness app in the Spanish market for you to train like never before. With their new-generation products, you can measure your performance and you can train daily in their live or on-demand classes.



[Read more on page 6](#)

EXTENDED CONTRACT WITH GLOBAL TECHNOLOGY COMPANY

We have signed an extended contract continuing into 2023 with our global technology company customer. The customer will use 7digital's platform to access a world-wide music catalogue from rights-secured labels, and the new deal also includes tracking and reporting services.

TWO 24-MONTH CONTRACTS IN HEALTHTECH AND WELLNESS

The first of our new customers, MedRhythms, is a US-headquartered digital therapeutics company that uses sensors, music and software to build evidence-based neurologic interventions to measure and improve walking. MedRhythms is developing direct-stimulation digital therapeutics where each therapy provides, via prescription music, direct stimulation to enable the mechanism of action among patients. The company has an active pipeline of prescription digital therapeutics targeting rehabilitation and prevention in areas of neurologic injury and disease, such as stroke patients.

The second is a company creating a music-based health application for people with dementia. The application is based on music therapy, an evidence-based treatment method actively applying music in human interactions to improve health and quality of life and is due to launch in Europe in 2022.

Both customers will use 7digital's music-as-a-service platform to access our licensed catalogue and will design their therapeutic and interactive experiences using our playlisting tool. We're also providing back-end label reporting and, for the second company, publishing reporting.

“This is a major validation of the global scale and reach of our platform, which makes it easy for brands and enterprises to deliver music anywhere in the world to millions of users and is helping to drive growth in the industry.”

-Paul Langworthy



Super Hi-Fi integration enhances 7digital's music platform

7digital has partnered with Super Hi-Fi, the audio technology company, to deliver next-generation music listening experiences through our music platform.

Super Hi-Fi uses AI-based technologies to enable digital music service providers to utilise the transitions between songs to connect with consumers and improve their listening experience. Their solution selects and inserts relevant audio content – such as news, weather and podcast snippets – between songs as well as blending in brand-centric content.

The integration of Super Hi-Fi's audio stitching and automated content curation technology enhances our offer to brands and companies. It enables them to add a critical layer of differentiation and customised listening features to their music services when they access their music catalogue via 7digital's platform. This makes our offer yet more attractive and expands our music service ecosystem.



"The streaming music market has become largely undifferentiated across music selection, pricing, features and access. We're adding fully integrated compatibility with 7digital's music platform to create a seamless layer of value for our respective customers. The result allows digital music service providers and music-driven consumer brands to create highly compelling, personalised audio products that were previously unattainable."

Zack Zalon, CEO of Super Hi-Fi

Take five with Volava

Fresh from becoming our latest home fitness customer, we sat down with Volava to hear all about their platform, the importance of music and working with 7digital.

How are home fitness platforms like Volava changing the way we exercise?

Connected home fitness platforms like Volava make the way we exercise more convenient and entertaining. You can jump in on any class, at any time, you choose the instructor, the length, and of course, the music you prefer at any given time. It's fitness "on demand" and like other audio-visual content (Netflix, Spotify, etc.), users want to be able to pick their selection.



How important is music to the fitness experience?

It's a key parameter in any fitness session. It gives motivation and helps users reach a higher performance level.

What service does 7digital provide Volava?

7digital gives us "peace of mind" to use cleared content and adequately report all the music rights. This helps us focus on creating new and exciting content for our subscribers and not worry about using unlicensed music.

Why did you choose to partner with 7digital?

Jon Hilbrants [7digital's Chief Commercial Officer] understood from the very beginning our needs and made things easy. From a technical point of view, 7digital's API seemed very robust and easy to integrate with our platform.

What are Volava's plans for the future?

We plan to keep growing in Spain and become the leading company in this market. We also plan to reinforce our expansion in several EU markets this year and in 2022.

