

Brussels, September 3

Press release

Exclusive partnership between Belfius and Universal Music

Belfius Music, a brand new music platform for Belgium

Free downloads and others at giveaway prices, contests giving the winners an invite to exclusive music showcases (private mini-concerts), DJ nights, meet 'n' greet's with famous singers, pre-album release shows, ... that's the mouth-watering prospect for you, as of Monday 3 September, from 'Belfius Music', a brand new music platform for present and future Belfius clients and innovative joint venture developed by record label Universal Music and Belfius Bank.

Belgians like their music, and are consuming more of it, particularly from iTunes. Belgian Entertainment Association (BEA)¹ statistics show an increase of almost 17% (and rising, thanks in particular to the boom in sales of smartphones and tablets) in legal music downloads in our country in 2011.

In order to meet the public's expectations, in particular those of its younger members – who are big fans of the internet and downloads – Belfius and Universal Music have decided to join forces to create Belfius Music (www.belfiusmusic.be), a new on-line music platform accessible as of 3 September 2012.

Marc Lauwers, Vice-President of the Management Board at Belfius: *"We wish to demonstrate, through this initiative, that Belfius is a bank that understands and shares its clients' enthusiasms. And if there's one common thread uniting our clients and ourselves, that's music!*

We're always looking for ways of making life easier for our clients and of giving them more, quality-wise, for their money. This applies in particular to the young, who are obliged to be more cash-cautious. The Belfius Music platform will give all our clients – the young and the young-at-heart – the chance of unique experiences."

Patrick Busschots, Managing Director, Universal Music Belgium: *"People love their music – where would they be without it? No surprise, then, in the attraction music holds for the big brands. In this changing world, record labels have to forge closer links with brands – a new way of sharing in musical events tailor-made for the consumer. Apart from the new legal downloads on offer, Belfius Music will organise exclusive events (showcases, meet & greet's,...) and publicise local talent. A powerful experience for Belfius clients and music lovers alike. Universal Music is proud to share its love of music with Belfius Bank and its clients."*

¹ The Belgian Entertainment Association (www.belgianentertainment.be): the federation that represents the Belgian music, video and video-game industry.

Your introductory gift – 10 free downloads a year

Access to www.belfiusmusic.be is totally free, although clients first have to register directly on the site. After confirmation of registration, clients get a personal code that'll let them freely download 10 tunes of their choice from the hundreds of thousands on offer. An introductory gift that will be offered anew year after year.

Using this code, visitors then have permanent access rights to the whole Belfius Music platform, on which they'll find the latest news of their favourite acts, competitions with invitations to showcases and DJ sets as prizes, and even the chance of a workplace assignment at Universal Music – a unique opportunity to discover the entertainment industry at first hand.

Subscription: 120 downloads for €12 a year

Registered clients can also take out an annual €12 subscription that will let them download 10 tunes a month. This is, of course, complementary to the 10 free downloads offered to clients who register on the site.

First exclusive showcase: Amy Macdonald on 11 October for 500 clients!

First exclusive event on the Belfius Music agenda: Scottish songstress Amy Macdonald will be at the Brussels Event Brewery this coming 11 October to showcase her latest album ("Life in a Beautiful Light") to 500 of the Belfius clients registered on www.belfiusmusic.be. Each ticket grants entrance to two persons, so the lucky winners can invite someone else along, too.

In addition, 20 "Amy" fans will also be given the chance to 'Meet & Greet' the young lady herself. Enter the contest via our Facebook page www.facebook.com/BelfiusJeunes on 3 September!

After the Belfius Travel App, the MasterCard Prepaid and free WIFI in our branches, Belfius walks the talk, with Belfius Music, demonstrating its wish to provide added value to its clients by offering them, via, in particular, partnerships with major players such as Universal Music, services that really do meet their needs.

Press contacts

Belfius: press@belfius.be - 02 222 02 57
www.belfius.be

Universal Music Belgium: gilbert.lederman@umusic.com - 0495 299 927
www.universalmusic.be