

UNIVERSAL MUSIC ITALY ANNOUNCES STRATEGIC GLOBAL DISTRIBUTION AGREEMENT WITH WEBSOLUTE AND DNA FOR POPULAR CHILDRENS ENTERTAINMENT CONTENT

Multi-year agreement grants Universal Music Italy exclusive international physical and digital distribution for the Coccole Sonore and Baby Dance School music libraries

MILAN, ITALY, 25th October 2024 - Universal Music Italy (UMI), a division of Universal Music Group (UMG), the world leader in music-based entertainment and Websolute, one of Italy's leading digital communication and technology companies and its subsidiary DNA have today announced a long-term strategic agreement that grants UMI exclusive digital and physical distribution rights to DNA's popular **Coccole Sonore** and **Baby Dance School** music libraries. Additionally, UMI will provide DNA with market-leading insights to help better support its existing catalogue and new releases globally.

Coccole Sonore specializes in creating audiovisual content for children and families, with over 3 million subscribers on YouTube and 35 million monthly views. Thanks to the success of animated series like "**Whiskey e i suoi amici**," which has aired on major international networks, DNA has solidified its position in the global edutainment landscape.

Baby Dance School is DNA's innovative dance format, and marks another leap forward in this growing genre, which encourages children to dance and move through vibrant and fun videos, set to songs centered around relatable themes around growing, learning and social development that are key stages for its target demographic. The new agreement will enable both companies to work together across a broad catalogue of children's content, leveraging the capabilities of both businesses to expand audiences both in Italy and globally to captivate children and families worldwide.

Lamberto Mattioli, President and CEO of **Websolute**: *"We are extremely proud to work with Universal Music Italy. The blend of DNA's creativity, alongside the world-leader in music entertainment will lead to even more captivating and memorable content. This partnership is strategic for us in three key areas: strengthening DNA's music catalog, expanding into international markets, and utilizing cutting-edge technologies to help drive the creation of multilingual, culturally adapted content, which, following highly successful trials, has allowed DNA to launch a solid internationalization strategy, positioning itself in key markets including France, Spain, the UK, Italy, Poland, Romania, Japan, and Korea."*

Carlo Rossetti, Founder and CEO of **DNA**: *"DNA and Universal Music Italy are joining forces to captivate and reach families worldwide, bringing the magic of music and animation directly into the homes of millions of children. The collaboration brings together three key aspects; a fully immersive entertainment experience where children can enjoy dancing, singing, and learning alongside their beloved characters and their favorite songs; high-quality content crafted with meticulous attention to detail; and a world of new possibilities, paving the way for innovative and original products that are bound to capture the hearts of children and their families worldwide"*.

Alessandro Massara, President and CEO of **Universal Music Italy**: *"We are hugely looking forward to collaborating on new projects with DNA, one of Italy's leading companies for children's content to help them reach new audiences worldwide. In today's digital music market, high-quality educational children's content is becoming increasingly influential, both culturally and economically around the world. DNA's extreme attention to detail and focus on reaching different target audiences within the*

children entertainment sector makes them a top-level strategic partner for UMI, and we are proud to collaborate with them to continue to innovate and drive this exciting sector forward.”

About Websolute

Websolute (WBS:IM; IT0005384901) is one of the leading Italian digital companies active in the fields of digital communication and technology, and *digital marketing e-commerce*. An innovative SME founded in 2001, it has an average of over 212 employees and a widespread presence throughout Italy, with 12 operational offices of the Group and a commercial network consisting of 22 sales representatives. The company, through its subsidiaries, caters to medium-large Italian enterprises with a strong export orientation, offering a wide range of tightly integrated services tailored to every need: Digital Strategy Consulting, Digital Platforms, Digital Marketing, Brand UX-CX & Customer Journey, E-commerce Business Strategy & Management, New Media Publishing, Social & Influencer Marketing, Academy Business School, Data Science & Artificial Intelligence, Cloud & System Integration, and Virtual and Augmented Reality projects and services. Websolute oversees the entire value creation chain in-house, from strategic consulting to the implementation and maintenance of digital services aimed at brand enhancement, the execution of marketing strategies, and the integration of e-commerce activities to develop and consolidate its clients' businesses.

About Universal Music Group

At Universal Music Group, we exist to shape culture through the power of artistry. UMG is the world leader in music-based entertainment, with a broad array of businesses engaged in recorded music, music publishing, merchandising, and audiovisual content. Featuring the most comprehensive catalogue of recordings and songs across every musical genre, UMG identifies and develops artists and produces and distributes the most critically acclaimed and commercially successful music in the world. Committed to artistry, innovation, and entrepreneurship, UMG fosters the development of services, platforms, and business models in order to broaden artistic and commercial opportunities for our artists and create new experiences for fans. For more information, visit www.universalmusic.com.

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