

TRACE ACQUIRES FOUR UK MUSIC CHANNELS FROM SONY PICTURES TELEVISION

LONDON, December 13th, 2018 - Global Afro Urban media group TRACE announced today the acquisition of the UK-based music channels Chart Show TV, Chart Show Hits, Starz and The Vault from Sony Pictures Television (SPT). With this agreement, the media group has acquired, amongst other assets, four Sky channel electronic program guides (EPGs) and the associated brand assets.

Through this deal, TRACE signals its return on the UK market, 22 years after the brand was first launched there as an iconic print magazine.

Since then, TRACE has grown into the leading global multimedia brand for Afro Urban music and lifestyle, operating 24 themed pay TV channels as well as radios, events, content, mobile and digital services in 180 countries.

Olivier Laouchez, Chairman, CEO and co-founder of TRACE Group, said: *"TRACE is extremely excited to be back in the UK, one of the world's largest and most dynamic markets for both music and urban culture. We are looking forward to bringing the TRACE brand, touch and expertise to these four UK music channels as well as synergies with the rest of the TRACE ecosystem. This new and strong UK presence will ideally complement and strengthen our existing operations in Africa, France, the USA, the Caribbean and the Indian Ocean."*

Laurent Dumeau, Managing Director, TRACE UK, said: *"With this strategic acquisition, we will bring together the best of TRACE and the best of the UK Afro Urban scene. Having four TRACE-owned channels in the UK is a great asset on which to build the future of TRACE music networks, just as TRACE channels are transitioning from simple linear TV feeds to hybrid platforms with strongly integrated broadcast, digital, mobile and social components."*

ABOUT TRACE

TRACE is a global broadcast and digital brand and media company specialized in Afro Urban music and entertainment, connecting with a 200 million multicultural audience in more than 180 countries. TRACE is owned by TPG Growth, Satya Capital, Evolution media and TRACE management.

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