

Soundtrack Your Brand closes \$10.9 million in Series B funding

Stockholm, 23rd of June, 2015 - **Soundtrack Your Brand, provider of a complete business-to-business music streaming solution which includes the Spotify Business™ offering, enables retailers to access the power of music to build their brand. Today Soundtrack Your Brand announced that they have raised \$10.9 million in Series B funding led by TeliaSonera, with participation from Play Networks, Creandum, Northzone, Wellington Partners, and Spotify.**

Through its modular, scalable solution, Soundtrack Your Brand combines content planning, marketing, and online and data management tools with a subscription to the Spotify Business™ music streaming service and its catalogue of over 30 million tracks.

Headquartered in Stockholm, the company will be rolling out services to customers around the world. Although currently only offered in Sweden, Soundtrack Your Brand will use the latest round of funding to take the next step in its growth strategy, including international expansion. The company will also continue to develop new value-added solutions, such as adding additional platform and content options, using data analytics to develop new offers and services, and integrating into business and retail management systems.

"We are delighted to announce the securing of significant funds, which will allow us to scale up our business with new value-added solutions, and support our expansion into new geographic markets," says Ola Sars, Founder and CEO of Soundtrack Your Brand.

The lead industrial investor, TeliaSonera, combines vital telecoms operator connections, vital connectivity and valuable links to many leading corporate client customers in the Nordic and Baltic region as well as in Eurasia.

"We're set on creating a New Generation Telco. As such, we're constantly seeking new opportunities close to our core business and services that our customers love. Soundtrack Your Brand is on a great and exciting journey and a perfect strategic match for us as investor and partner," says Henriette Wendt, Head of Corporate Development, TeliaSonera.

"I see this as a recognition from our investors that B2B streaming is an underutilised billion dollar market, ready for disruption, where Soundtrack Your Brand is uniquely positioned through our solution of content scheduling and marketing, giving business customers full, worry-free control," says Andreas Liffgarden, Founder and Chairman of Soundtrack Your Brand.

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About Soundtrack Your Brand:

Soundtrack Your Brand provides of a complete business-to-business music streaming solution, which includes the Spotify Business™ offering and enables both enterprise and smaller business customers to access the power of music to build their brands. This solution is scalable from large, multi-site enterprises to smaller, single-site businesses. Combining content planning, marketing, online and data management tools, a simple payment model, and supported by the massive Spotify catalogue of over 30 million tracks, Soundtrack Your Brand's solution is the worry-free way to connect brands with fans to build business. www.soundtrackyourbrand.com