

MAVIN'S DIVESTMENT TO UNIVERSAL MUSIC GROUP

DEAL
BRIEFS

MAGE
AFRICA—UK

REED SMITH LLP

MAVIN

OLANIWUN AJAYI LP





U N I V E R S A L M U S I C G R O U P

Sir Lucian Grainge

Chairman & CEO
Universal Music
Group

“

Our criteria for identifying partners is straightforward: great artists, great entrepreneurs, great people. With Don Jazzy, Tega, the Mavin Global team and their artist roster, we've found ideal partners with whom to grow together.

Information may have changed and may be subject to revision
Information obtained from publicly available sources;





“

I'm proud of the artists, careers and brand we've built that have made Mavin the force it is today. In this historic partnership with UMG, we will continue that mission in Africa and across the globe.

Mavin Key Signings Timeline

2012

Founded by Michael Collins Ajereh, professionally known as “**Don Jazzy**” after closure of Mo' Hits Records. Signs Tiwa Savage; endorsement deals with Samsung and Loya Milk

2014

Mavin signs Di'Ja, Reekado Banks and Korede Bello in 2014.

2015

Don Jazzy, and Tiwa Savage both sign endorsement deals with Konga.com in 2015. Iyanya is signed to Mavin.

2017

Don Jazzy announces the signings of Johnny Drille, Ladipoe, and DNA to Mavin Records in February, 2017

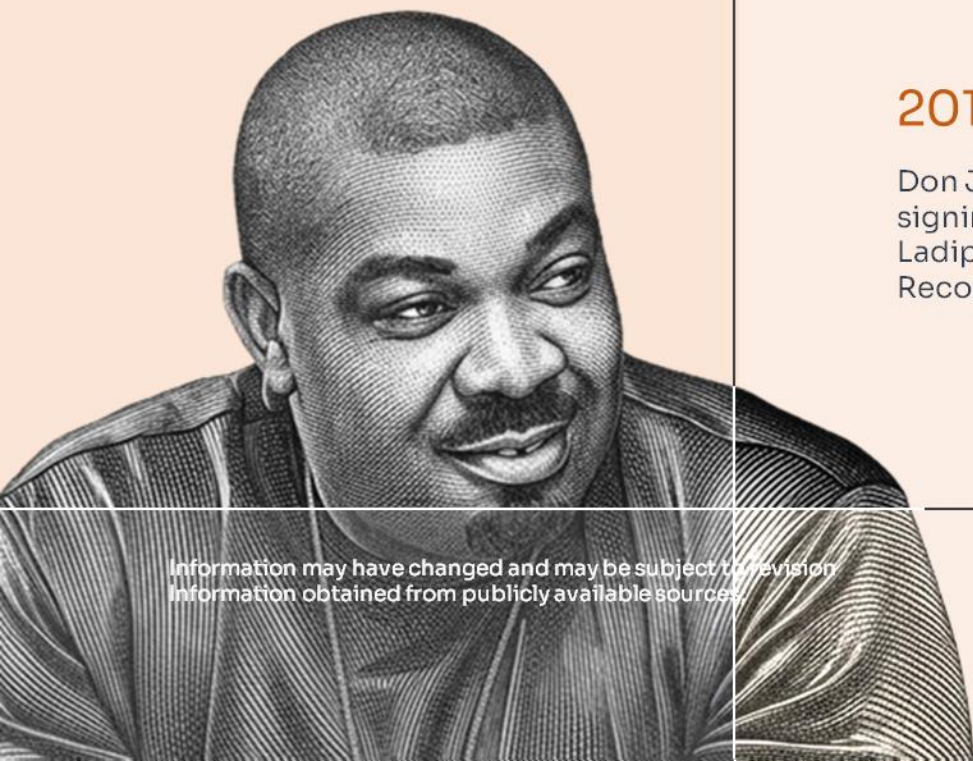
2019

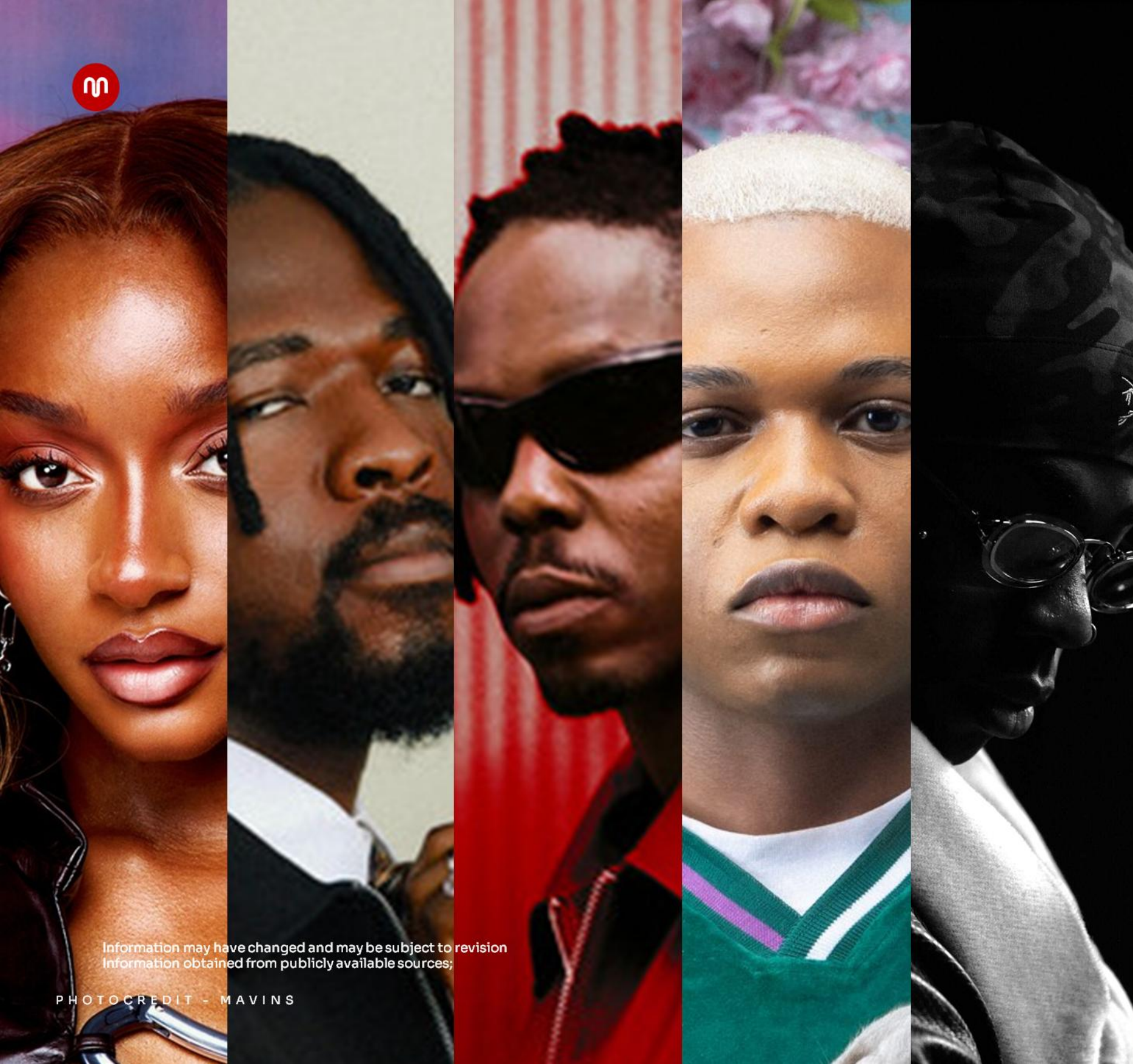
In March 2019, Rema is signed to Mavin Records. In May 31, the signing of Crayon is announced

2021

In January, 2021, Mavin Records announces the signing of Ayra Starr.

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PHOTOCREDIT - MAVINS

MAVIN ARTISTS





**Universal Music Group
was also advised by
Bowmans

Universal Music Group

 Freshfields

Kate Cooper

Quinn Angus

Emma O'Keefe

Arjan Lally

...

 Udo Udoma &
Belo-Osagie

Tobechi Nwokocha

Lisa Esamah

Damilola Adedoyin

Etido David

...

Sebastian Fain

Now Partner at: Gibson Dunn

**Folake Elias
Adebowale**



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Information obtained from publicly available sources;

Mavin Global

 Reed Smith LLP

Daryl Cue

...

 Olaniwun Ajayi LP

Chuks Ibechukwu

Olatoyosi Alabi

Comfort Agboola

...

Daryl Cue

Anuoluwapo Balogun



ADVISORY

LEGAL



I M P A C T O F T H E D E A L



Creation of more opportunities to break more talent globally; and expand the reach of its existing roster.



Increased presence in Afrobeats and greater exposure to the fast-growing African market





Overview • Spotify Data

2022

12B+

Streams

2023

14B+

Streams

2024

UMG

MAVIN

2025

22%

Listener Growth YoY

Top Afrobeats growth markets since 2020



Indonesia



Egypt



India



Philippines



Thailand

Top Afrobeats in LATAM



Rema



Ayra Starr

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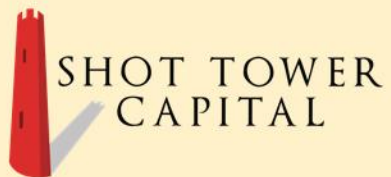
Other advisers



Advised Universal Music Group



Advised Management of Mavin Global



Advised Mavin Global





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