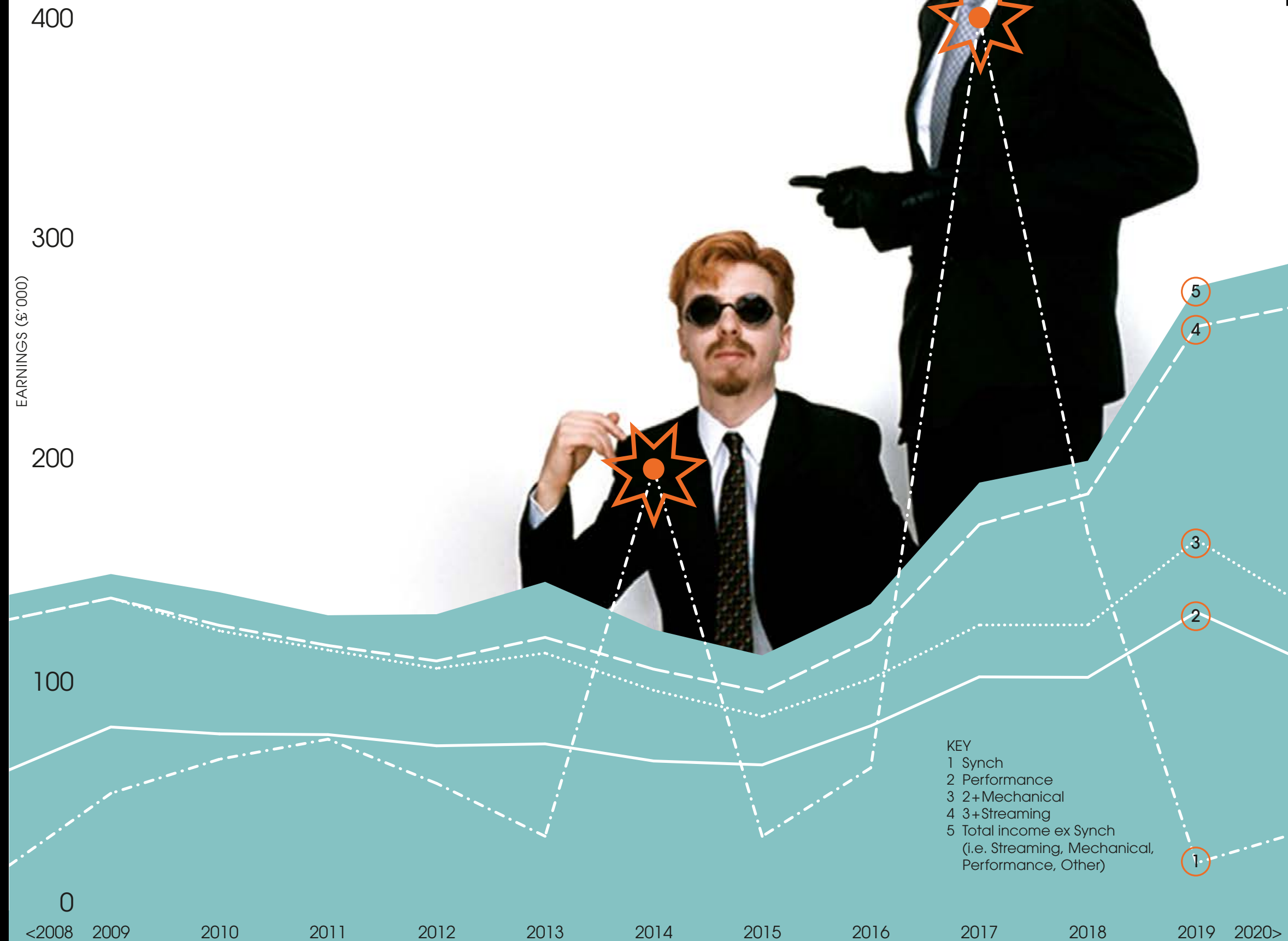


The Anatomy of a Song

David A. Stewart's **Sweet Dreams (Are Made of This)**

- This is an example of a Classic Song, whose enduring popularity is a beneficiary of the explosive growth in Streaming.
- David A. Stewart, along with Annie Lennox formed the iconic duo Eurythmics.
- **Sweet Dreams (Are Made of This)**, is one of Eurythmics' most recognizable songs, a commercial success and still hugely popular on both sides of the Atlantic. It has been officially covered and sampled on 182 different recordings globally.
- We show the income by type over the past decade.
- The appeal and simplicity of the lyrics and music keep the Song on regular radio rotation all over the world, which gives it very stable **Performance** income.
- **Streaming** growth has risen exponentially over the past few years and **Sweet Dreams (Are Made of This)** is a good example. The increase from streaming in 2020 is the greatest in any time over the past four years.
- Nearly 40 years after release, this is a Song that also continues to **Synch** well. Between 2014 and 2017 there were several material Synch deals. Larger deals included adverts for Samsung and Realtor.com, a US Real Estate website. A haunting orchestral/choir rendition was created for Sony Playstation for the launch of the game **The King** on PS4.
- There are now more **Synch** opportunities as more critically acclaimed high quality film and television content is being approved than ever before. **Sweet Dreams (Are Made Of This)** has been included in the 80s hits soundtrack of the television drama **It's A Sin** by Channel 4. Sizeable future plans are coming together including a placement in the forthcoming **Cinderella** remake with Sony Pictures.
- We are working closely with the record company to celebrate the 40th anniversary of each album in the Eurythmics Catalogue, starting with their debut album **In The Garden** in October of this year followed by the **Sweet Dreams (Are Made of This)** album next year, with great activity expected throughout the decade.

Sweet Dreams (Are Made of This): Revenue Split by Income Type



KEY
 1 Synch
 2 Performance
 3 2+Mechanical
 4 3+Streaming
 5 Total income ex Synch (i.e. Streaming, Mechanical, Performance, Other)

Source: Hipgnosis Songs Fund: Royalty statements from a Major Publisher