

1 September 2020

Hipgnosis Songs Fund Limited (“Hipgnosis” or the “Company”)

Acquisition of Music Catalogue

The Board of Hipgnosis Songs Fund Limited, the first and only UK listed investment company offering investors a pure-play exposure to songs and associated intellectual property rights, and its Investment Adviser, The Family (Music) Limited, are pleased to announce that the Company has acquired the music catalogue of musician, songwriter and producer Nikki Sixx, best known as the founding member, bassist, and lead songwriter of Mötley Crüe.

With Mötley Crüe, Nikki Sixx has sold more than 100 million albums worldwide as well as achieving seven platinum or multi-platinum certifications, nine Top 10 albums on the Billboard 200 chart, 22 Top 40 mainstream rock hits, and six Top 20 singles.

Mötley Crüe released their debut album ‘Too Fast for Love’ in 1981 which was certified platinum in the US. It was the first of seven consecutive Mötley Crüe albums to be certified gold or platinum in the country. In 1983, the band had their mainstream breakthrough with the release of their 4x US platinum certified album ‘Shout at the Devil’, which included hit singles ‘Looks That Kill’ (38.5 million streams on Spotify) and ‘Too Young to Fall in Love’ (19.9 million streams on Spotify). Both featured on the Billboard Hot 100, with the former remaining on the chart for ten weeks.

The band’s third album ‘Theatre of Pain’ was certified 4x platinum in the US and marked their transition towards a glam metal style. It also influenced the heavy metal genre for the remainder of the decade. ‘Theatre of Pain’ included ‘Smokin’ in the Boys Room’ (21.7 million streams on Spotify), the band’s first Billboard 100 Top 40 single, and ‘Home Sweet Home’ (102.8 million streams on Spotify), which ranked Number 12 on VH1’s chart of the greatest power ballads of all time.

‘Girls, Girls, Girls’, released in 1987, became Mötley Crüe’s third consecutive album to achieve 4x platinum status, reaching Number 2 on the Billboard 200 album chart.

Mötley Crüe’s fifth album, titled ‘Dr Feelgood’, which was released in 1989, is their bestselling to date. It remained in the charts for an incredible 114 weeks with more than 6 million copies sold in the US alone. It is widely regarded as the band’s best studio album and was crowned “Best Hard Rock/Heavy Metal Album of the Year” at the 1991 American Music Awards. The album includes hit single ‘Kick Start My Heart’, which reached the Top 10 of Billboard’s “Hot Rock & Alternative Songs” chart and has had more than 222 million streams on Spotify. Together, these albums established the band as one of the top selling heavy metal acts of the 1980s.

Mötley Crüe released two further US gold certified albums entitled ‘Mötley Crüe’ and ‘Generation Swine’, before releasing their most recent album, ‘Saints of Los Angeles’, which debuted at Number 4 on the Billboard 200 chart, selling more than 100,000 copies in its first week. Sixx was credited as either writer or co-writer on all 13 album tracks.

In addition to his enormous success with Mötley Crüe, Nikki Sixx has co-written and produced for renowned artists such as the Sex Pistols’ Steve Jones and rock legends Lita Ford, Alice Cooper and Meat Loaf.

In 2007, Sixx went on to found hard rock band Sixx:A.M. with DJ Ashba and James Michael. The band is best known for its debut song 'Life is Beautiful' which reached Number 2 on the US Hot Mainstream Rock Tracks chart, alongside hits 'Lies of the Beautiful' from the band's second studio album, and 'This Is Gonna Hurt'.

In 2019, Mötley Crüe released four new songs on the soundtrack for Netflix biopic 'The Dirt', a film adaptation of the band's 2001 collaborative autobiography which spent ten weeks in the Top 10 of the New York Times Best Seller list. The soundtrack album reached Number 1 on the iTunes All Genres Album chart, Number 10 on the Billboard Top 200 chart, Number 3 on the Billboard Top Album and Digital Album Sales chart and Top 10 worldwide.

Hipgnosis have acquired 100% of Nikki Sixx's writer's share of PRO income and writer's Sound Exchange in respect of the catalogue which contains 305 songs.

Merck Mercuriadis, Founder of Hipgnosis Songs Fund Limited and The Family (Music) Limited, said:

"Mötley Crüe were single handedly responsible for the Los Angeles rock explosion of the 1980s paving the way for everyone that came in their wake and putting rock music back onto Top 40 radio and the pop charts. Nikki was the catalyst and architect of all of that and we are delighted to welcome him to the Hipgnosis family."

Nikki Sixx said:

"Merck and his team at Hipgnosis are an artist friendly forward thinking company. Looking to the future I am grateful that they will treat my music with great care and respect."

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About Hipgnosis Songs Fund Limited

(www.hipgnosissongs.com)

Hipgnosis, which was founded by Merck Mercuriadis, is a Guernsey registered investment company established to offer investors a pure-play exposure to songs and associated musical intellectual property rights. The Company has raised a total of over £860 million (gross equity capital) through its Initial Public Offering on 11 July 2018, and subsequent issues in April 2019, August 2019, October 2019 and July 2020. In September 2019, Hipgnosis transferred its entire issued share capital to the Premium listing segment of the Official List of the FCA and to the London Stock Exchange's Premium segment of the Main Market.

About The Family (Music) Limited

The Company's Investment Adviser is The Family (Music) Limited, which was founded by Merck Mercuriadis, former manager of globally successful recording artists, such as Elton John, Guns N' Roses, Morrissey, Iron Maiden and Beyoncé, and hit songwriters such as Diane Warren, Justin Tranter and The-Dream, and former CEO of The Sanctuary Group plc. The Investment Adviser has assembled an Advisory Board of highly successful music industry experts which include award winning members of the artist, songwriter, publishing, legal, financial, recorded music and music management communities, all with in-depth knowledge of music publishing. Members of The Family (Music) Limited Advisory Board include Nile Rodgers, The-Dream, Giorgio Tuinfort, Starrah, Nick Jarjour, David Stewart, Bill Leibowitz, Ian Montone, Jason Flom, Rodney Jerkins, Bjorn Lindvall and Chris Helm.