

8 September 2020

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

### **Appointment of Ted Cockle and Amy Thomson**

Merck Mercuriadis, the founder of Hipgnosis Songs Fund Limited and its Investment Adviser, The Family (Music) Limited, has announced the immediate appointment of Ted Cockle as President and Amy Thomson as Chief Catalogue Officer.

Ted Cockle arrives fresh from his role as President of Virgin EMI. Under his guidance Virgin EMI achieved success as the UK’s number one label, year on year, for the previous seven years since the company was acquired by Universal Music Group.

Whilst President, the Virgin EMI label managed the recorded music for Artists such as Queen, Elton John, Taylor Swift, Katy Perry, George Michael, Justin Bieber, Emeli Sande, The Killers, Lorde, Bastille, and Cockle also handled the launch of the breakout artist of 2019/2020 Lewis Capaldi.

Prior to this, Cockle served for 10 years at Sony Music under the guidance of Rob Stringer (now CEO of Sony Music Entertainment) before arriving at Universal to become co-President of Island Records, handling the careers of artists such as Amy Winehouse, Florence & The Machine, Paul Weller, Tom Jones and Mumford & Sons.

Amy Thomson arrives as Chief Catalogue Officer following on from her successes in management and marketing where she oversaw the careers of Swedish House Mafia, DJ Snake, Seal and many others. Over her career as a manager, Thomson took Swedish House Mafia, a DJ Trio, to Madison Square Garden selling out the venue in four minutes, followed by their final tour which sold one million tickets in a week. Her strategy combined the use of the band’s singles with ground breaking marketing campaigns, seeing the band sell out stadiums without ever having released an album. Her management of DJ Snake included the release and marketing of his album ‘Carte Blanche’ and the enormous single ‘Taki Taki’, taking streams for DJ Snake in 2019 to over eight billion, with an extreme focus on emerging markets. Her marketing campaigns have included Yeezus with Kanye West and his team, launching the campaign with 66 building projections of New Slaves worldwide in one night. Thomson closed her management business in December 2019 to focus on her passion for Catalogue Management and designed an online system to help artists find, track and trace their catalogue, placing clear ownership back into their hands. The platform has undergone two test phases with major names lending their catalogues with amazing results and will launch, including with Hipgnosis’ catalogue, in 2021.

The duo will be applying their proven form, structure and process to continue to grow and care for songs and their legacy within the growing Hipgnosis Songs catalogue globally.

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

“It’s a testament to the iconic song catalogue that we have assembled over the last 2 plus years, and our songwriters, that we have been able to attract executives with the extraordinary talent, pedigree and success of Ted and Amy. I’ve been very vocal about disrupting the world of traditional publishing with “Song Management”. In Song Management we actively manage our songs with great responsibility to higher levels of success. I don’t believe there’s a traditional publisher that has brought together this level of expertise to manage its songs. Our results have been strong and with Ted and Amy now on board I look forward to everything their passion and know how will help us to achieve.”

**Ted Cockle said:**

“Each year of my career, I've witnessed how the excellence and magic of individual songs proves to be the catalyst for streaming success, album sales, artist careers, filled venues and growing market shares. Alongside Merck, Amy and the Hipgnosis team I'm very much looking forward to help re-establish and to help grow the value of these classic songs.”

**Amy Thomson said:**

“I genuinely love managing songs. They're like stories to me, chapters in the life of the songwriter and the impact they have in creating new stories for the listener. Over the last three years I became obsessed with diving into the care of catalogue as we see songs become pensions. The care and attention of nurturing it for its entire life. Songs are legacies and managing them as if each one was its own Artist has become a passion and now I have a chance to work on some of the greatest catalogues on earth with Merck and Ted and I cannot wait to start.”

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**NOTES TO EDITORS**

**About Hipgnosis Songs Fund Limited**

([www.hipgnosissongs.com](http://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.