



For Immediate Release

24 January 2023

## HIPGNOSIS SONG MANAGEMENT ACQUIRES JUSTIN BIEBER SONG CATALOGUE

**LONDON, England – Hipgnosis Song Management** ('Hipgnosis' or the 'Company'), which offers investors a pure-play exposure to songs and associated intellectual property rights, is pleased to announce the company's acquisition of a song catalogue from superstar artist and songwriter **Justin Bieber** whose songs have been streamed over 32 billion times on Spotify alone where he has 82 million monthly listeners.

Hipgnosis has acquired Justin Bieber's 100% interest in his Publishing Copyrights (including the Writer's Share of Performance), Master Recordings and Neighboring Rights for Bieber's entire back catalogue, comprising over 290 titles released before the 31<sup>st</sup> of December 2021.

The acquisition has been made on behalf of Hipgnosis Songs Capital, a partnership between Hipgnosis Song Management and funds managed by Blackstone.

Justin Bieber is one of the best-selling music artists of all time, with estimated sales of over 150 million records worldwide. All of Bieber's six official studio albums have been certified Platinum or multi-platinum by the RIAA and 33 platinum or multi-platinum singles globally. He has three singles – *Baby*, *Sorry*, and *Despacito* – which have earned Diamond certifications for US sales exceeding 10 million and a fourth in *Love Yourself* that is just about to achieve the same status. The youngest solo artist ever to have eight US #1 albums, a record previously held by Elvis Presley since 1965, Bieber has topped *Billboard's* US 'Hot 100' with eight singles throughout his career and proved the first artist in history to reach #1 on seven multi-metric *Billboard* charts, including 'Hot 100,' 'Hot Country Songs,' 'Hot Dance/Electronic Songs,' 'Hot Latin Songs,' 'Hot R&B Songs,' 'Hot R&B/Hip-Hop Songs,' and 'Hot Rap Songs.'

Named by *TIME* as one of the 100 most influential people in the world, Bieber has been included on *Forbes'* list of the top ten most powerful celebrities many times. Bieber was named the #1 artist on *Billboard's* 'Decade-End Social 50' chart for the 2010s in 2020, *Billboard's* 'Greatest Pop Star of 2016,' *Billboard's* 'Year-End Top Male Artist' for 2016, and ranked 55<sup>th</sup> on the 'Greatest of All Time Artists' and 38<sup>th</sup> on the 'Greatest of All Time Hot 100 Artists' charts respectively.

The first and only artist in Spotify history to earn a record 12 Spotify Plaques recognizing songs exceeding 1 billion streams on the platform, Bieber is the first artist in history to chart new #1 singles in consecutive weeks on the US 'Hot 100,' Bieber holds the record for the most #1 debuts (10), the most #1 singles (13), and the most cumulative weeks at #1 on *Billboard's* 'Canadian Hot 100' chart.

**Merck Mercuriadis, Founder and Chief Executive Officer of Hipgnosis Song Management, said:**

"The impact of Justin Bieber on global culture over the last 14 years has truly been remarkable. At only 28 years of age, he is one of a handful of defining artists of the streaming era that has revitalized the entire music industry, taking a loyal and worldwide audience with him on a journey from teen phenomenon to

culturally important artist. This acquisition ranks among the biggest deals ever made for an artist under the age of 70, such is the power of this incredible catalogue that has almost 82 million monthly listeners and over 30 billion streams on Spotify alone. Scooter Braun has helped him build a magnificent catalogue, and it's a pleasure to welcome Justin and his incredible songs and recordings to the Hipgnosis family."

**Scooter Braun, CEO of Hybe America and Justin Bieber's manager of 15 years, said:**

"I want to thank Merck and his entire Hipgnosis team and all of our partners involved for working so hard to make this historic deal happen. When Justin made the decision to make a catalogue deal we quickly found the best partner to preserve and grow this amazing legacy was Merck and Hipgnosis. For over a decade now Justin Bieber has entertained us and moved us with some of the biggest songs in the world. I'm so proud of him and all those involved over the years in helping amass this incredible body of work. Justin is truly a once in a generation artist and that is reflected and acknowledged by the magnitude of this deal. For 15 years I have been grateful to witness this journey and today I am happy for all those involved. Justin's greatness is just beginning."

Justin Bieber was represented by Scooter Braun at Hybe America, David Bolno at NKSFB, Aaron Rosenberg and Audrey Benoualid at Myman Greenspan Fox Rosenberg Mobasser Younger & Light LLP and Michael Rhodes at Cooley.

Hipgnosis Songs Capital was represented by William Leibowitz at William R. Leibowitz Law Group, Seth Traxler and Rory Wellever at Kirkland & Ellis LLP and Robert Fowler & Lisa Ong at HW Fisher.

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### **About Hipgnosis Song Management Limited:**

Hipgnosis Song Management Limited is the Investment Advisor for Hipgnosis Songs Fund Ltd (SONG) and Hipgnosis Songs Capital. Hipgnosis 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. 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 Hipgnosis Song Management Ltd Advisory Board include Nile Rodgers, The-Dream, Giorgio Tuinfort, Starrah, David A. Stewart, Poo Bear, Bill Leibowitz, Ian Montone and Rodney Jerkins.

### **About Blackstone:**

Blackstone is the world's largest alternative asset manager. We seek to create positive economic impact and long-term value for our investors, the companies we invest in, and the communities in which we work. We do this by using extraordinary people and flexible capital to help companies solve problems. Our \$951 billion in assets under management include investment vehicles focused on private equity, real estate, public debt and equity, infrastructure, life sciences, growth equity, opportunistic, non-investment grade credit, real assets and secondary funds, all on a global basis. Further information is available at [www.blackstone.com](http://www.blackstone.com). Follow @blackstone on LinkedIn, Twitter, and Instagram.

### **Notes to Editors:**

Among his many honors and accolades, Bieber is the recipient of two Grammy Awards (out of 23 nominations), one Latin Grammy Award, eight Juno Awards (out of 32 nominations), two Brit Awards, 26 *Billboard* Music Awards (out of 76 nominations), nine *Billboard* Latin Music Awards, 18 American Music Awards, two Latin American Music Awards, eight iHeartRadio Music Awards (from 38 nominations), two iHeartRadio Titanium Awards (for songs reaching 1 billion total audience spins across iHeartRadio stations), 23 Teen Choice Awards (out of 56 nominations and the most wins ever for a male individual), 16 ASCAP Awards, six MTV Video Music Awards (out of 35 nominations), 22 MTV Europe Music Awards (out of a record 52 nominations and the most wins for any artist), nine Nickelodeon Kids' Choice Awards (out of 22 nominations), six Clio Awards, six Radio Disney Music Awards, three People's Choice Awards, one CMT Music Award, one BET Award, one NAACP Image Award, and 33 Guinness World Records (including the most streamed track on Spotify in one week, the most streamed album on Spotify in one week, the most simultaneous tracks on the *Billboard* 'Hot 100,' and the most simultaneous new entries on the 'Hot 100' by a solo artist, among others).

Bieber first established himself as a pop force with 2009's debut EP *My World*, followed the next year by his debut studio album, *My World 2.0*, which debuted atop the *Billboard* 200 in the US, making him the youngest solo male act to top the chart in 47 years. The album's success was fuelled in part by the worldwide hit single, 'Baby,' which peaked at #1 in France and Scotland while charting in the top 10 in the US, the UK, Canada, Australia, Japan, and other countries around the globe. *Baby* is currently certified 12x Platinum for sales exceeding 12 million in the US alone – one of the best-selling singles of all time in the US.

2011's 2x Platinum *Under the Mistletoe* became the first Christmas album by a male artist to debut at #1 in the US as well as Bieber's third #1 album following that same year's *Never Say Never: The Remixes*, the latter released in tandem with his landmark first concert film, 2011's *Justin Bieber: Never Say Never*.

Bieber pushed his sound towards dance-pop and contemporary R&B with his third studio album, 2012's *Believe*, which debuted at #1 on the *Billboard 200* making him the first artist in history to achieve five US #1 albums by the age of 18. *Believe Acoustic* followed the next year and also reached #1 in the US – Bieber's fifth #1 album and seventh consecutive top 10 album release.

In 2015, Bieber united with EDM artists Skrillex and Diplo under their collaborative effort Jack Ü for *Where Are Ü Now*, a top 10 hit around the world which later won the Grammy Award for 'Best Dance/Electronic Recording.' The track's sonic direction inspired Bieber's fourth studio album, 2015's 5x Platinum *Purpose*, which earned him the largest first-week sales of his career and his sixth #1 album in the United States. The album – which also peaked at #1 in 11 other countries around the world – produced a trio of blockbuster singles in *Sorry*, *Love Yourself*, and *What Do You Mean?*, all three of which topped singles charts in the US, Canada, and the UK (where Bieber became the first artist in history to occupy the entire top 3 of the UK Singles Chart with *Love Yourself*, *Sorry*, and *What Do You Mean?* charting at #1, #2, and #3 simultaneously). He also became the first solo artist to simultaneously chart three solo songs in the top 5 of *Billboard's* 'Hot 100,' as well as the first lead act to do so since The Beatles in 1964. One of Bieber's most popular hits, 'Sorry' spent three weeks at #1 on the 'Hot 100,' only to be replaced by *Love Yourself*, making Bieber the 12<sup>th</sup> act in the chart's history to succeed himself at #1. He also accomplished the same feat in the UK, becoming just the third act ever to self-replace at the top of the UK Singles Chart

A series of diverse collaborations followed, including DJ Khaled's 9x Platinum *I'm The One* and his 13x Platinum remix of Luis Fonsi & Daddy Yankee's *Despacito*, both of which reached #1 on the *Billboard* 'Hot 100' a week apart, making Bieber the first artist in history to chart new #1 songs in consecutive weeks. Hailed by *Billboard* as 'the greatest Latin song of all time,' *Despacito* prove a true musical milestone, spending 16 consecutive weeks atop the 'Hot 100' in the US while hitting #1 in 16 countries around the world, later earning Bieber his first-ever Latin Grammy Award.

Throughout his career Bieber has collaborated with an eclectic range of fellow artists, including but not limited to Ed Sheeran, Ariana Grande, Major Lazer, David Guetta, and Shawn Mendes. In 2019, Bieber once again showed his creative diversity by teaming with country duo Dan + Shay for *10,000 Hours*, earning him 5x Platinum certification as well as a Grammy Award for 'Best Country Duo/Group Performance.'

Bieber's fifth studio album, 2020's *Changes*, entered album charts in both the US and UK at #1, breaking a 59-year-old record set by Elvis Presley to affirm him as the youngest solo artist ever to achieve seven #1 albums in the US. That same year saw *Stuck With U*, Bieber's 2x Platinum standalone duet with Ariana Grande, debut atop *Billboard's* 'Hot 100' and additional charts around the world, marking his sixth #1 single in the US and third #1 debut.

Bieber returned to his pop roots on 2021's sixth studio album, *Justice*, which debuted at #1 on the *Billboard 200*, once again breaking a record previously held by Elvis Presley to make him the youngest solo artist ever to have eight US #1 albums. Further history was made when the album's 4x Platinum hit single, *Peaches*, hit #1 on the 'Hot 100' in the same week *Justice* held the top spot on the *Billboard* album chart, making Bieber the first solo male artist and the third act overall to achieve this feat. That same year then saw Bieber join forces with the Kid Laroi for the 8x Platinum *Stay*, his eighth US #1 single (as well as

a chart-topper in 22 countries) and the fastest song to reach the milestone of two billion streams on Spotify.

Bieber's remarkable career has seen him star in over 105 music videos (11 of which have surpassed 1 billion views on YouTube), make cameo appearances in 13 films, and appear in countless television series. Among his filmography's many highlights are such acclaimed concert films as 2011's *Justin Bieber: Never Say Never* (the highest-grossing concert movie in the US since 1984 and the third highest-grossing documentary since 1982) and 2013's *Justin Bieber's Believe*. A massively popular live performer, Bieber has travelled the world on a string of epic concert tours, 2016-2017's Purpose World Tour proving his most successful to date and one of the highest grossing tours of those respective years.

Along with his musical career, Bieber has proved a hugely successful businessman, philanthropist, and entrepreneur, including four fragrances, his own clothing line, and partnerships with such iconic international brands as Adidas, Calvin Klein, Crocs, Vespa, and Tim Hortons, to name but a few. In December 2022, Bieber launched Generosity, a clean water technology company that aims to provide sustainable drinking water by reducing the usage of single-serve plastic, showcased with 150 water fountains at the 2022 FIFA World Cup held in Qatar.