

Media Release

14 March 2022



Hipgnosis Song Management appoints Markku Lonqvist as Chief Investment Officer

Markku Lonqvist has been appointed Chief Investment Officer of Hipgnosis Song Management reporting directly to Chief Executive Officer Merck Mercuriadis.

Markku has had a long career in private equity and joins from Pamplona Capital Management LLP where he was a partner for the last 17 years managing investments across several funds both in Europe and North America. Before that, he was in investment banking in London and New York for nine years.

Commenting on the appointment, Merck Mercuriadis CEO and founder of Hipgnosis Song Management said:

“It’s a testament to our establishment of Songs as an asset class that someone of Markku’s extraordinary pedigree and success has chosen to join our mission. As Hipgnosis grows and the Songs asset class matures, it is important that we continue to develop our capabilities.

“At the heart of our business will always be these extraordinarily successful and culturally important songs which are a constant part of the fabric of our lives. Markku’s knowledge and experience will enable us to bring even more sophistication to our processes, ensuring that we continue to deliver value for investors and songwriters alike.

“Markku’s appointment and a number of key appointments in the Investment Team that are forthcoming over the next few weeks are clear demonstrations of the benefit to Hipgnosis Songs Fund shareholders of how we are improving our capabilities following our partnership with Blackstone.”

Markku Lonqvist, Chief Investment Officer, Hipgnosis Song Management said:

“I’m a major believer in Songs as an asset class so I’m excited to be joining the team at Hipgnosis. Merck has established the asset class and created a market leading platform with many exciting investment opportunities in the pipeline. I’m looking forward to building on the existing expertise to ensure that our investment platform remains amongst the most sophisticated in the sector for the benefit of our investors in both Hipgnosis Songs Fund and Hipgnosis Songs Capital as well as our songwriters.”

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For more information:

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About Hipgnosis Song Management Ltd

Hipgnosis Song Management is the Investment Advisor for Hipgnosis Songs Fund (SONG.L) and Hipgnosis Songs Capital.

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. Hipgnosis Songs Management 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.

It was announced in October 2021 that funds managed by Blackstone (NYSE: BX) and Hipgnosis Song Management were forming a partnership to support the expansion of Hipgnosis' infrastructure and business functions, including the development of new song management expertise, data science capabilities and technology solutions.