

# Linkfire A/S Renews Global Agreement with Universal Music Group

On January 12th, 2024, Linkfire renewed its agreement to provide the Saas Marketing Platform to Universal Music Group worldwide. As the largest record label globally, Universal Music Group has been a significant and valued partner of Linkfire for the past nine years. The renewed agreement extends until December 31, 2024.

## For additional information, please feel free to contact:

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## About Linkfire

Linkfire empowers music and audio marketing for millions of artists and creators. Through smart links generated with its proprietary technology, Linkfire connects billions of fans with their favorite artists, driving streams, sales, and fan engagement, providing leading data insights, superior user experience, and a quality marketplace for fans, artists, and creators.

Linkfire's customers and partners count many of the biggest names in the industry, such as Apple, Amazon, Sony Music, Universal Music, and Warner Music, in addition to thousands of artists and creators directly.

Headquartered in Copenhagen, Denmark, and listed on Nasdaq First North Growth Market in Stockholm (LINKFI), you can find more information on [investors.linkfire.com](https://investors.linkfire.com).

## Attachments

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