

AP Music Royalties Fund acquires recording rights catalogue of Taio Cruz

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AP Music Royalties Fund (APMRF), a fully regulated Liechtenstein Alternative Investment Fund, has acquired the sound recording and neighboring rights royalty streams to the Taio Cruz recordings on the studio albums *Departure* (2008), *Rokstarr* (2010) and *TY.O* (2011).

Taio Cruz is a British pop recording artist, who released his first studio album, *Departure*, in 2008, which is certified gold in the UK. His second studio album, *Rokstarr*, released in 2010, features the global hits “Break Your Heart” and “Dynamite”, both reaching #1 in the UK, and #1 and #2 respectively in the U.S. Taio Cruz performed “Dynamite” at the official closing ceremony of the London Olympic Games in 2012, watched by over a billion people worldwide. Cruz’s third studio album, *TY.O*, released in March of 2011, again commercially successful, features the hit singles “Hangover” and “Little Bad Girl” with David Guetta.

Taio Cruz: “I am excited to be partnering with the Alternative Partners team, who have displayed a great respect for songwriters like myself, and I look forward to entering this next chapter.”

Darren Michaelson, Music Manager of APMRF: “With more than 10 million monthly Spotify listeners, Taio Cruz is one of the most listened to Pop artists globally. Major hits like “Dynamite”, “Break Your Heart” and “Hangover” are enduring hit songs that continue to show tremendous streaming growth, which highlights the continued relevance and long term appeal these songs have to music streamers today. The Taio Cruz catalogue represents exactly the type of catalogue we are seeking for our investors and we are very happy to have these modern pop classics in our fund”.

About Alternative Partners (AP) and APMRF: Alternative Partners is an independent Swiss based investment advisory company founded by Marcel Schnyder and Ivo Holdener. APMRF is the first European on-shore alternative investment fund (AIF) under Liechtenstein law with a focus on music royalties investments.

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