

## **AP Music Royalties Fund acquires catalogue of American rock group lovelytheband**

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AP Music Royalties Fund (APMRF), a fully regulated Liechtenstein Alternative Investment Fund, has acquired the recording rights to the albums “Finding it Hard to Smile” and “Conversations with Myself about You” of US alternative rock group lovelytheband.

Lovelytheband, led by lead singer Mitchy Collins, was formed in Los Angeles in 2016. The group found major commercial success in North America in 2017, following the release of the album “Finding it Hard to Smile”, including the single “Broken”. “Broken” at the time held the record for the longest running entry on the Alternative Songs chart at 76 weeks. In 2023 Billboard ranked “Broken” as the second most successful song in the Alternative Songs chart’s history.

Mitchy Collins: “We are excited to be partnering with the Alternative Partners team, who have shown great appreciation of our work. We are looking forward to entering this next chapter.”

Andy Gershon, Music Manager of APMRF: “With their unique style, lovelytheband has taken over the US alternative rock space in storm since its launch in 2016. I am particularly happy that we were able to acquire the recording rights to their main song “Broken”, a true gem and one of the greatest indie pop songs of the 21<sup>st</sup> century.”

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

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