

Media Pitch- Spotify

To: Marc Schneider

Subject: Spotify's Launch of an Artificial Intelligence DJ

Good Morning Marc,

My team at Spotify and I have been tracking your coverage of Spotify for the past few months, and are appreciative of your continued coverage of Spotify. Given the history of our relationship, we believe that you are the perfect person to cover the release of our new artificial intelligence DJ.

Spotify has put a personalized listening experience at the forefront of its brand, and the addition of our AI-powered DJ continues to push that. When clicking the DJ icon in our discover tab, users are met with a personable and spunky AI DJ who serves as an emcee for their listening experience. We have programmed this DJ to play songs that are currently in the users' rotation, as well as play older songs and give them music recommendations. With 15 million monthly readers on Billboard's website, as well as your expanded knowledge of the music streaming business, you are the best journalist to break the news of this groundbreaking feature.

I would love to coordinate a time for you to meet with Daniel Ek, founder and chief executive officer here at Spotify. Would you be available sometime between Feb. 17-22 to meet with him at our New York office? Let me know by email at kshymes@spotify.com or phone at 571-581-4456.

I look forward to hearing from you soon!

Best,

Kendall Hymes

Publicity Team

Spotify Inc.

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