

MUSIC MATTERS LIVE

For immediate release

MUSIC MATTERS LIVE 2018 ANNOUNCES FIRST WAVE OF ITS ARTIST LINEUP

Highlights:

- Asia's premier independent music festival, Music Matters Live, is back for its 13th year.
- Clarke Quay returns as official venue. The main stage will be located at Fountain Square.
- Other participating outlets include Warehouse, McGettigan's, Zouk in Clarke Quay and Timbre Group venues.
- More than 30 top emerging acts, representing more than 13 countries, will be performing, across five big nights.
- First wave of bands announced include 88Balaz, Almond Soy, Ben Catley, Chores, DANakaDAN and Eyre Llew.

Singapore, 14th August 2018: Music Matters Live returns for its 13th year and eighth in Singapore. The event, which will run on September 7-8 and 10-12, alongside the All That Matters conference, will be returning to the iconic Clarke Quay and several other participating outlets (including Warehouse, McGettigan's, Zouk in Clarke Quay and Timbre Group venues; more to be announced). Music Matters Live 2018 will once again showcase some of the brightest and most promising bands and artists from the APAC region and beyond.

Over five days, more than 30 acts from 14 countries will perform in front of All That Matters delegates and the general public.

Amongst the 30 acts that make up this year's exciting and diverse international lineup are Taiwanese rock and roll outfit 88Balaz, hot indie pop band Almond Soy and blues artist Ben Catley from Australia, American rapper DanAKADan, New Zealand's electronic group Chores, ambient rock trio from the UK - Eyre Liew, pop-rock Filipino band Gracernote, pop singer Kalpee from Trinidad, Swiss indie-soul singer Veronica Fusaro and the pioneer of Durban Kwaito music, Zakes Bantwini, from South Africa.

Clarke Quay, the official venue partner, will host the main stage at Fountain Square on September 7-8. The other participating outlets at Clarke Quay will also host the country showcase, THE AUSSIE BBQ, with more to be announced.

"Music Matters has provided a global platform for thousands of bands since 2006 not only at the Music Matters Live festival but also through business academies, songwriting workshops, and of course, connecting them to the world's music industry at the conferences. We're thrilled to be back at "home" in Clarke Quay and look forward to providing even more opportunities and long term relationships with the artists."

Jasper Donat, CEO of All That Matters organisers Branded Ltd

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Timbre Music Group also returns as a venue partner, providing their venues Barber Shop, SWITCH and Timbre@The Substation, for performances by Music Matters Live artists during the festival.

All main showcase and country showcase events are free to the general public.

First line-up Artistes include:

60 Miles TH
88Balaz ^{TW}
Ainsley Elisa ^{CA}
Almond Soy ^{AU}
Ben Catley ^{AU}
Brodha V ^{IN}
Chores ^{NZ}
Clara Benin ^{PH}
DANakaDAN ^{US}
Darling Brando ^{AU}
DJ NashD ^{SG}
Eyre Llew ^{UK}
Gracernote ^{PH}
Jaguar Jonze ^{AU}
Kalpee ^{TT}
Lui Peng ^{UK}
Reneé Dominique ^{PH}
ShiGGa Shay ^{SG}
Veronica Fusaro ^{CH}
Your Girl Pho ^{AU}
Zakes Bantwini ^{ZA}

Press Materials, including Artist assets and event artwork, can be found here:

<http://bit.ly/mml2018-PR>

Music Matters

Website — www.musicmatters.asia

Facebook — www.facebook.com/musicmatters2me

Instagram — www.instagram.com/musicmatterstome

Apple Music — <http://applemusic.com/musicmatters>

#Matters18

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About All That Matters 2018

The All That Matters festival returns to Singapore in September after a record breaking year in 2017 with more delegates, more speakers, more live music and more networking than ever before.

Conference by day at the Ritz-Carlton Millenia and music festival by night at various locations across Singapore, All That Matters continues to be recognised as Asia's leading entertainment industry conference and the gateway to the Asian music, sports and entertainment industry, hosted the week preceding the Formula 1 2018, Singapore Grand Prix.

The event is attended by over 1500 industry executives, content providers, tech innovators, global brands and thousands of music fans from around the world. It is the meeting point for the most influential players and the programme reflects the convergence of the global entertainment business.

Join us to hear from over 35 keynotes and 150 expert speakers, and make thousands of business connections across the five tracks of Music, Sports, Gaming, Digital and Marketing.



About Branded

Branded creates and produces live media that matters, connecting businesses, brands, celebrities and fans through large and small scale events including the YouTube FanFest global tour, It's A Girl Thing and the "Matters" B2B festivals covering music, sports, gaming, digital and marketing.

Specialising in the media, entertainment and sports industries in Asia, Branded was founded in 2002 and has been recognised as a "Top 10 Event Marketing Agency" by Marketing Magazine and is a two-time winner of the prestigious Singapore Experience Best Trade Event of the Year award.

Branded excels in the conceptualisation, programming, organisation, and production of dynamic conferences, live music festivals, educational academies, and fan events in Asia. Branded is an independent company staffed by passionate multi-cultural, multi-lingual and multi-talented individuals with offices in Hong Kong and Singapore and affiliations reaching all corners of the world.

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