



PRESS RELEASE
FOR IMMEDIATE RELEASE

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**GRESHAM RIGHTS MANAGEMENT & DURANTS MEDIA LAUNCH LICENSING
OFFICE IN KENYA**

Johannesburg, South Africa – Gresham Rights Management (GRM), a leading direct licensing company headquartered in Johannesburg, South Africa, is pleased to announce its strategic partnership with Durants Media to establish Gresham Rights Management, Kenya. This collaboration marks a significant expansion of GRM's operations in Africa, complementing its recent successful launch in Nigeria with Purple Blue Entertainment.

GRM is renowned for its innovative approach to rights management, utilizing advanced data usage analysis and fostering direct relationships with music users. This strategy ensures prompt and accurate royalty distribution for its principal rightsholder catalogues across various sectors including broadcast, retail, cinema, and live events. GRM proudly represents prominent rights organizations such as SESAC, The Harry Fox Agency, SUISA, and, starting from 1 January 2025, the Canadian PRO, SOCAN.

The establishment of GRM Kenya aims to strengthen copyright compliance among local radio and television broadcasters, ensuring that the rights of creators are respected and that they receive fair compensation for the use of their work. "We're excited to welcome Durants Media to the GRM's mission in Kenya. It's essential that the rights of our creators are upheld and that they are rightfully compensated when their works are used to enhance and uplift user experiences," says Andrew Mitchley, Managing Director & Co-founder of GRM.

“Through our partnership, we're taking music monitoring and rights management in Kenya to the next level. Our collaboration allows us to integrate our advanced real-time media tracking capabilities with GRM's innovative approach to rights management. Together we'll provide Kenyan artists and industry players with the rich data insights they need to safeguard their

intellectual property. This partnership will drive Kenya towards more sustainable and equitable music ecosystem.”- says Andrew Ndaba, CEO Durants Media.

“We are proud to have Gresham Rights Management as our partner in Sub-Saharan Africa, having local agents in key markets such as Kenya is essential for effective protection and licensing of SESAC copyrights on the continent”. Alexander Wolf, President, SESAC International.

The expansion into Kenya is part of GRM's broader strategy to enhance its presence across Africa, following the successful opening of its office in Lagos, Nigeria, focused on direct licensing. GRM Kenya will continue to work closely with all stakeholders to promote the interests of music creators and rights holders across the continent.

For more information about Gresham Rights Management and its services, please visit www.greshamrightsmanagement.com

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About Gresham Rights Management:

Gresham Rights Management (GRM) is a forefront direct licensing company based in Johannesburg, South Africa, dedicated to managing music rights through the utilization of comprehensive data and direct user engagement. GRM ensures accurate and expedited royalty payments to its principal rightsholders, representing influential global and regional entities in the music rights industry. www.greshamrightsmanagement.com

About Durants Media:

Durants Media is a dynamic media company based in Nairobi, Kenya, specializing in content creation and broadcasting. Partnering with GRM, Durants Media is set to revolutionize the music rights landscape in Kenya through strict compliance and advocacy for fair use practices. www.durantsmedia.com