

# ROBA

## *WE ARE ROBA. WE ARE MUSIC PUBLISHING EXPERTS*

### WHO WE ARE

In a music publishing world where quantity seems to come before quality, where mergers and cost cutting dominate press releases, ROBA stands out as a true independent publishing home for great writers and publishing partners. We are a place where creativity meets proactivity and technology, where great work meets passion for music.

Our philosophy of making a difference has always struck a chord within the music community. Our family of writers is the best of the best and we continue to grow by putting authors and partners first. Our songs span generations and include gems from all genres.

It is our business to shout about the music that we love and license it. It is our business to make a difference in music publishing.

As an independent publisher, we can make decisions that are not just commercially driven but that match the creative ambitions of those we work with. We understand our industry like nobody else and not only are we aware of new trends but we also help create them. It is imperative that we put the needs of our publishing partners first and that we recognize what music fans want. We are passionate about innovation and driving our business forward in all areas, but never lose sight of the fact that music comes first.

For our authors and music publishing partners we have created a set of music publishing services that interact and work cohesively together. Today we offer high-end music publishing services, integrated digital music, sheet music and video-distribution, plus production music and neighboring rights administration.

## *WE BRING MUSIC TO THE WORLD*

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### OUR VISION AND COMPANY CULTURE

Music is passion and brings people together. That is what we believe here at ROBA. We also believe that a shared vision is of the highest importance.

A constant desire to question everything keep an open mind is crucial in the ever-changing media world. Our mission gives us structure for our methods, while our principles describe how we want to work together within our company culture.

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### OUR PRINCIPLES

- We love music
- We are always a step ahead in music publishing services and technology
- Music and media are constantly changing and we deal with that

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### OUR COMPANY CULTURES

1. Always put yourself in our authors' and publishing partners' shoes
2. Creativity in music is our key to success
3. Think big and act fast
4. Don't think in problems, find a solution
5. Play for the team
6. Be open to change
7. Fly high and dive deep
8. Be creative – it's the key to our success
9. We do not need ties to be professional
10. Diversity is important to us. - In our music, our company and our society