

# Spotify to start trading shares publicly

Spotify's co-founders Daniel Ek and Martin Lorentzon are poised to become billionaires as long as their company holds at \$43 per share when they start trading on the New York Stock Exchange



**Daniel Ek, 35:** CEO and face of Spotify. Owns 46.8 million shares or 25% of company

**Martin Lorentzon, 48:** Director and former chairman owns 23.6 million shares, 13% of company

Price range for private shares in 2017: **\$37.50-\$125.00**

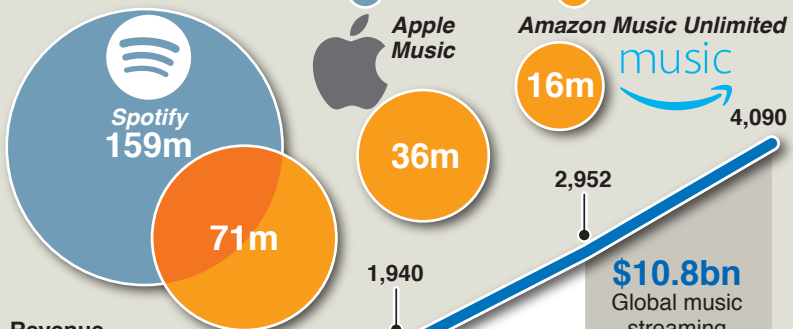
Price range in January and February 2018: **\$90.00-\$132.50**



Monthly average users (2017)

Total listeners

Paying subscribers



Revenue  
(€ millions)

746

1,085

1,940

2,952

**\$10.8bn**

Global music streaming revenue in 2017

**\$8bn**

Spotify's royalty payments to record labels since 2006

2013 2014 2015 2016 2017

-63

Net loss

(€ millions)

-188

-230

-539

-1,235