



## **A15 EXITS VIRAL WAVE TO POPARABIA, PARTNER COMPANY TO NASDAQ-LISTED RESERVOIR, IN FIRM'S NINTH PORTFOLIO REALIZATION**

Cairo, Egypt — **A15**, a Cairo-based early-stage venture capital firm focused on the MENA region, today announced the acquisition of **Viral Wave**, an A15 portfolio company, by **PopArabia**, partner in the MENA region to NASDAQ-listed **Reservoir** (NASDAQ: RSVR). The transaction represents A15's ninth exit and further demonstrates the firm's consistent track record of backing outliers and delivering returns to its investors.

Spun out from ARPUPlus, A15's venture-building arm, Viral Wave is a UAE-headquartered music digital distribution company providing end-to-end services across digital distribution, YouTube management, and monetization on major global streaming platforms. The company has administered a catalog generating over 55 billion streams, with a roster of established and emerging regional artists including Ramy Sabry, Ramy Gamal, Ahmed Saad, Tamer Ashour, Ruby, Saber Rebai, Didine, and Shehab.

Under the terms of the acquisition, Viral Wave will serve as PopArabia's dedicated distribution and label services division. Viral Wave's Egypt-based team will be integrated into PopArabia's regional operations, combining complementary capabilities across distribution, digital monetization, and artist services across MENA. The transaction also further extends the international footprint of PopArabia's partner, New York-based Reservoir.

A15's nine exits span fintech, media and advertising, enterprise services, and consumer applications, reflecting the firm's sector breadth and its disciplined approach to value creation across the full investment lifecycle.

**Karim Beshara**, A15 Managing Partner, commented: *"A15's ninth exit is a meaningful milestone, and one that reflects the consistency our team has built over more than two decades of investing and company-building. We are proud of what the Viral Wave and ARPUPlus teams have achieved, and we congratulate them on reaching this outcome. We wish the Viral Wave team every success as they embark on this next chapter under Reservoir and PopArabia's global platform."*

**Medhat Karam**, ARPUPlus CEO, added *"We are proud to have supported Viral Wave from inception through to this strategic outcome. Building enduring companies requires patience, operational depth, and a long-term commitment to the teams and markets we back. We congratulate the Viral Wave team and wish them continued momentum as they integrate into one of the region's most significant music platforms."*

### **About A15**

Founded in 2014, [A15](#) is an early-stage venture fund that invests in start-ups in the Middle East and North Africa region. A15 prides itself on backing exceptional entrepreneurs early on in their journey, working together to unlock value and build businesses that stand the test of time. With years of



experience in building, scaling, and exiting businesses across different industries and geographies, A15 supports entrepreneurs to fulfil their vision and accelerate growth.

#### **About ARPUPlus**

[ARPUPlus](#) is A15's venture-building subsidiary, specializing in the creation and scaling of digital businesses through deep integrations with mobile operators. Founded in 2003, ARPUPlus operates across more than 15 countries, working with over 40 mobile operators across music distribution, content platforms, and digital monetization services.

#### **ABOUT POPARABIA**

[PopArabia](#) was founded in 2011 by Canadian hip-hop pioneer, music executive and entrepreneur Spek, in partnership with twofour54 – the Abu Dhabi media zone that is home to the region's entertainment industry. As a sub publisher, PopArabia represents the world's leading music catalogs across the MENA territories and has pioneered music licensing in the region for nearly 15 years. In 2020, PopArabia announced a partnership and joint venture with New York-headquartered [Reservoir](#) to sign and develop Arabic talent to export around the world. PopArabia also launched ESMAA later that year, a rights management entity working with the global community of music stakeholders and licensing performance, mechanical and neighboring rights in the Gulf states.

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