

*Mtee*



ARTIST BIOGRAPHY

CHANGING LIVES,  
DEFINING AN ERA





# CONTENTS

02

## ABOUT EMTEE

Born in Matatiele, a small town in the Eastern Cape, Mthembeni Ndevu better recognized as “Emtee”...

02

## AVERY THE ALBUM

The album was a monster hit, it sold Platinum after 6 months...

03

## INTERNATIONAL FEATURES

The African leg of Coke Studios where he collaborated with international R&B super star...

04

## AWARDS AND VIEWS

He was also awarded the most coveted category of the evening - Record Of the Year...

05

## CONTACTS

Management, Booking and Pr Queries...



**B**orn in Matatiele, a small town in the Eastern Cape, Mthembeni a.k.a “Emtee Da Hustla” to his fans, is a pure talent that has taken South Africa by storm. Mthembeni grew up in Rockville where he discovered and embraced his love for music. The 25-year-old rapper discovered his passion for spitting catchy rhymes

at the age of 9 at Yeoville Primary school during a talent show in 2001. He participated in musical activities from joining the choir to taking part in school plays. Emtee completed matric at Barnato High school where he became the youngest choir conductor. This earned him awards and first income at 17 at provincial competitions

for his school and his Marimba band. 2008 was a year where Emtee pushed mixtapes amongst his peers and gained street cred. In 2010 Emtee met rapper Maraza, whom he collaborated with on a song titled ‘In it to win it’. Which helped build his name on the streets. They started a group called ‘4front’, specializing in electro, dub step and rap.

# CAREER HIGHLIGHTS



*Maftown Heights: Performance*

From his debut album titled “Avery” he has become the most awarded Hip Hop artist off a debut album in South Africa.

- Given the opportunity to be chosen for Coke Studios and collaborated with R&B super star Trey Songz in Nairobi, Kenya.
- Headline in several African countries, Swaziland, Nigeria,
- Emtee performance at the Namibian Music Awards
- Headline Act for Rick Ross at the 2016 Durban Youth Hip Hop Festival
- MTV African Music Awards main act performing alongside Wizkid
- Roll up video debuted on the SA-Top-40 TV charts peaking at #1 and spent 21 weeks at #2
- 2nd Single “Pearl Thusi”. “Pearl Thusi” has been charting from the week it was released on SA Top 100 playlist reaching Top 5
- Graced the cover of Drum Magazine exclusively in January 2018

# VIEWS &



► In November 2015 Emtee released his debut album titled “Avery” which is still #1 best-selling Hip-hop album in SA. Avery sold Platinum after 6 months of release which no other SA Hip Hop artist has achieved.

► He graced the cover of South Africa’s leading Hip Hop Magazine HYPE after the release of his debut album “Avery”

► Emtee was selected by Tropica to partake in the Tropical Island paradise in the Seychelles.

► He’s still the most viewed YouTube artist in South Africa with a total of over 12 million views. His numbers currently as follows:

1. Roll Up – 2 mil views
2. Roll Up (Re Up) – 5,7 mil views
3. Pearl Thusi – 2,9 mil
4. Ngeke feat Fifi Cooper – 1,8 mil

5. We Up – 2,4 mil views

6. My People–164 000 as an audio file

7. Winning feat Nasty C – 1,4 mil

8. Ghetto Hero – 326 000

9. Corner Store – 1mil

10. Me and You feat Tiwa – 699 000

11. Manando – 998 000

12. Plug – 17 000

In 2017 Spring, saw the release of Emtee’s sophomore album titled Manando which became the number one selling album in the country on the first day of its release. “Manando was my Ghetto Hero who always used to protect me when I was growing up because I was always bullied when I was growing up” he explained.

Manando lists 20 Tracks with features

from International sensation, Tiwa Savage, Saudi, Sjava as well as Njabulo. Notable tracks that can be taken of Manando are highly praised Ghetto Hero and hit single titled Corner Store.

## AWARDS

- At the South African Hip Hop Awards he won for Best Male Artist, Best Remix; Emtee feat Wizkid “Roll Up” (Re Up) and Album of the Year “Avery”.
- At the Sound City Award Festival he received 5 nominations for Best Collaboration “Roll Up” (Re – Up), Best Male, Best Hip Hop, Best New Artist and Song of the Year for “Roll Up” (Re-Up)

# SOCIAL MEDIA

Twitter: @EmteeSA (473 000)

Facebook: Emtee Da Hustler (868,841 likes)

Instagram: @Emteethehustler (840 000)

- 2016 ANN7 SATY 2016 – Music artist of the year Nomination
- 2016 You Spectacular Awards – Rising Star
- 2016 BET Awards – International Viewer’s Choice nomination for Best New International Act
- 2016 Metro Fm awards – Most Awarded artist of the night with a total of four wins for Best Remix for Roll up (Re Up), Best Music Video, Best Hip Hop Album and Viewer’s Choice Award.
- 2015 South African Hip Hop awards winner - taking the biggest award, Song of the Year for Roll-Up
- Emtee was nominated for 5 SAMA’s and walked away with Record of the year for “Roll Up” and Rap Album of the Year for “Avery”
- Featured in Stogie T’s smash hit “By Any Means” featuring Youngsta



Management: Kgosi - [kgosi@ambitiouz.co.za](mailto:kgosi@ambitiouz.co.za)

PR Queries: [pr@ambitiouz.co.za](mailto:pr@ambitiouz.co.za) - Gaba 084 438 0379

Booking Queries: [bookings@ambitiouz.co.za](mailto:bookings@ambitiouz.co.za)

Sandy 073 314 3709 / Kgothatso 074 938 3740



**Tel:** 087 985 0308 **Email:** [info@ambitiouz.co.za](mailto:info@ambitiouz.co.za) **Web:** [www.ambitiouz.co.za](http://www.ambitiouz.co.za)  
**Address:** Maxwell Business Park, Midrand, South Africa, Johannesburg