

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...



Bomthebeni 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 26-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. 2013 saw the group split to focus on solo careers. Emtee released an EP called “Do it Yourself” (DIY).

CAREER HIGHLIGHTS

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 he was selected in the Coke Studios international acclaimed show and collaborated with R&B super star Trey Songz in Nairobi, Kenya.
- EMtee headlines regularly on clubs and sold out festivals in several African countries, such as Swaziland, Nigeria, Zimbabwe, Zambia and Botswana.
- EMtee is one of South Africa's biggest hip hop acts currently and performs across the country weekly.
- He performed at the Namibian Music Awards in 2017 where he won the Best Collaboration Award alongside fellow trapper and Ambitiouz Entertainment Saudi and Nambisiam sensation Gazza, the biggest and most successful artist in Namibia. Gazza himself went on to win 7 awards at the same category.
- He also performed at the AFrimma's in 2017.
- He has headlined alongside Rick Ross at the 2016 Durban Youth Hip Hop Festival
- MTV African Music Awards main act performing alongside Wizkid in 2016.
- "Roll Up" video debuted on the SA-Top-40 TV charts peaking at #1 and spent 21 weeks at #2
- His subsequent singles from his first album "Avery", namely "Pearl Thusi". "Pearl Thusi" and "We Up" also achieved great success on the SA Top 100 radio airplay charts, Top 5.
- The second album singles such as "Plug", "Manando", "Me and You" and "Thank You" achieved the same success on SA Top 100 radio airplay.
- To date EMtee has in excess of 25 million YouTube views for his own singles and in excess of 11 millions from featured songs, most of which he had lead roles
- Over and above the collaboration with Trey Songz he has collaborations with top names like Wiz Kid, Patoranking, Tiwa Savage, AKA and Sjava to mention a few.
- Graced the cover of Drum Magazine exclusively in January 2018 and several other leading SA magazines and several other African publications.
- In 2016 he was no.2 on the MTV Hottest MC's in South Africa and no. 5 in 2017.



Maftown Heights: Performance

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 – 2,3 mil views
 2. Roll Up (Re Up) – 6,1 mil views
 3. Pearl Thusi – 2,9 mil
 4. Ngeke feat Fifi Cooper – 2 mil
 5. We Up – 2,9 mil views
 6. My People – 204 000 as an audio file
 7. Winning feat Nasty C – 1,8 mil
 8. Ghetto Hero – 388 000 views
 9. Corner Store – 1,4 million views
 10. Me and You feat Tiwa – 894 000 views
 11. Manando – 1.4 million views
 12. Plug – 509 000 views
 13. Thank You – 882 000 views
 14. Lesson – 617 000 views

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, Njabulo as well as BET Award winner Sjava. Notable tracks that can be taken off Manando are highly praised "Plug" and hit single titled "Corner Store". He is currently promoting his latest single which is topping the charts titled "Plug" which has over 400k views on YouTube.

SOCIAL MEDIA

Twitter: @EmteeSA (804 000)

Facebook: Emtee Da Hustler (899, 879 likes)

Instagram: @Emteethehustler (999 000)

The award winning trapper also released the much anticipated EP as his latest body of work titled D.I.Y 2 which hit number 1 on the first day of its release on iTunes South Africa. The EP represents Emtee's musical signature trap style with lead singles "Gone" and "Abantu" carrying the feel of the well done project. This follows the release of D.I.Y 1 which was released prior to the artist joining the stable where he went onto giving fans his debut album Avery which went Platinum in sales, where hits such as Roll Up and Pearl Thusi were discovered. The artwork, where Emtee appears with his two sons, illustrates that the EP comprises of material that he holds dear to his heart. The track list consists 13 songs and boasts creative contributions from S'Villa, Snymaan, Sims, Sjava and Saudi. The EP will be available to the public for purchase and streaming on the 21st of September 2018.

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)

- 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

PR Queries: pr@ambitiouz.co.za - Gaba 084 438 0379

Booking Queries: bookings@ambitiouz.co.za

Sandy 073 314 3709 / Kgothatso 074 938 3740



Tel: 087 985 0308 **Email:** info@ambitiouz.co.za **Web:** www.ambitiouz.co.za
Address: Maxwell Business Park, Midrand, South Africa, Johannesburg