

# FARRUKO

## Biography

Carlos Efen Reyes Rosado, better known as **Farruko**, was born in Bayamon, Puerto Rico, on May 2, 1991. This singer-songwriter is considered by experts as a musical phenomenon of our times for his great musical versatility performance expertise. Farruko has consistently demonstrated his dominion over most sub-genres of urban music like Reggaeton, Rap, Hip Hop, R & B and now Trap Latino. He has also proved his adaptability, crossing over into pop, bachata, mambo and vallenato genres.

Farruko has released several albums, delighting the fans production after production. In 2011, Farruko introduced us to his first solo album, "El Talento del Bloque," which contains 13 songs written mostly by the artist himself and included collaborations with Jose Feliciano in "Su Hija Me Gusta" and Daddy Yankee in "Romper La Discoteca." A year later, in 2012, the artist launches his second album, "TMPR \*THE MOST POWERFUL ROOKIE," which earned a nomination for Best Urban Album of the Year at the prestigious Latin Grammy 2012.

In 2013, Farruko launched his third album "Imperio Nazza - Farruko Edition," with which Farruko toured around major U.S. Hispanic markets throughout the year, earning more notoriety and helping his fans put a face to the voice that was already taking over the airwaves, websites and digital sales charts. Part of this album was his internationally popular hit song, "Besas Tan Bien," which reached the Top 20 in Billboard's Latin Rhythm chart and stayed there for more than 16 consecutive weeks, and 21 weeks in total.

Throughout 2014, Farruko positioned himself firmly among the most successful artist of the genre. The singer gave life to two of the most successful tracks of the year, simultaneously positioned at the top of the charts: "6 AM" feat. J Balvin (dominating the #1 position on Billboard for approximately 16 weeks) and "Passion Whine" feat. Sean Paul (#1 on radio charts on three occasions, RIAA Platinum song on digital sales).

Following the overwhelming success of the first single, "Passion Whine," Farruko launched his fourth studio production, "Los Menores." The album debuted #1 in sales in the U.S., Colombia, Dominican Republic and Honduras; Top 5 in Argentina, Ecuador, Panama, Paraguay and Peru; and Top 20 in Mexico and Nicaragua, and quickly reached #1 on the Billboard's Latin Rhythm Albums chart.

Showing his expertise, Farruko continued creating dynamic partnerships. The artist recruited the acclaimed producer, Rvssian, and his colleagues Shaggy and Nikki Jam to create the song that turned up the temperature of summer 2015, "Sunset." With this new single, Farruko swept Billboard's charts, dominating the coveted #1 spot for several weeks.

Among the many accomplishments of 2015, Farruko also set out to visit his fans in every corner of the U.S. with his major North American tour, Los Menores Bus Tour. With this tour, the artist visited more than 40 cities in California, Connecticut, Colorado, Florida, Georgia, Maryland, New Jersey, New York, North Carolina, Pennsylvania, Rhode Island, Texas, South Carolina and Virginia, bringing his unparalleled rhythm to thousands of fans.

In October 2015, Farruko delights the masses with yet another new album, "Visionary." The album was released in pre-sale and in just hours, it reached the #1 position in iTunes' "Top Latin Albums" list, position in which it stayed until three weeks after its official launch.

Farruko, already a seasoned performer, swept the stage of the Latin Grammy 2015 with the electronic group, Major Lazer; his colleague, J Balvin; and Danish singer, MØ with an explosive presentation of the global mega hit, "Lean On Remix."

In late February, the artist launched the music video for "Obsesionado," which gathered over 1 million views on his official VEVO channel in less than 24 hours from its release. Continuing achieving milestones, in March, Farruko began his world tour, the "VISIONARY WORLD TOUR," which started with 14 concerts in Europe that left a trail of euphoria throughout France, Italy, Spain, Switzerland and The Netherlands with completely soldout shows in each city.

Bringing out the fresh summer beats of the Caribbean and fusing them with infectious urban rhythms, Farruko collaborated with Ky-Mani Marley to create an international hit that would dominate sales and popularity charts across the continent, "CHILLAX." The single conquered the coveted #1 position for several consecutive weeks of Billboard's "Latin Airplay," "Latin Rhythm Airplay" and "Latin Pop Airplay" charts.

Summer of 2016 proved to be as successful as the artist joined forces with Pitbull as a special guest on his North American tour, "The Bad Man Tour," with Prince Royce, visiting more than 20 cities across the U.S. and Canada.

Continuing to spread his musical vision across the world, the artist returns to his native Puerto Rico to paralyze the island with an unforgettable, and completely sold-out, show at the Coliseo Jose Miguel Agrelot, marking the return of the artist to the island and making history as one of the greatest concerts in the most important venue of the Caribbean. Not stopping there, Farruko kept fortifying his stand as the king of reggaeton with a massive, sold-out concert at the legendary Palacio de los Deportes of Mexico City in front of over 11 thousand people.

Recognizing the need for change and evolution in the industry, Farruko decided to give notoriety to a sub-genre of urban music – Latin Trap. Switching gears from his previous albums, the artist began his revolution leading the Trap Latino movement, revamping the Latin urban music industry with the natural evolution of these infectious rhythms. Proving once again his mastery of any genre, Farruko leads the Trap Latino Panel during this year's Billboard Latin Music Conference, taking place in April.

Now, Farruko prepares for the release of a new single, "Don't Let Go," which presents his upcoming album, "TrapXficante," set to release in the following months.