ELECTRONIC PRESS KIT — 2026

SOURCE DOCUMENT FOR WEB & MEDIA USE

SHUMO AG

Australian singer-songwriter, electric guitarist and multi-instrumentalist from Brisbane, building an international audience across Australia and Southeast Asia through original music, major live performances and cross-market collaboration.

17
ORIGINAL SONGS RELEASED

700K+
COMBINED SOCIAL AUDIENCE

40,000
LARGEST SINGLE-SHOW AUDIENCE

AU × ASIA
MARKET FOOTPRINT

Prepared for representation, press, licensing and website reference use.

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bio.to/shumoag

01 Snapshot

A 14-year-old Australian singer-songwriter with a growing original catalogue, a genuine cross-border hit, and live experience most adult touring artists don't have yet.

25+

ORIGINAL SONGS WRITTEN (17 RELEASED, AS OF SEP 2026)

IRON VEINS

MAJOR INTERNATIONAL COLLABORATION WITH HITMAKER BAND BATAS SENJA (~9M MONTHLY SPOTIFY LISTENERS)

40,000

LARGEST SINGLE-SHOW AUDIENCE, JAKARTA 2026

40+

LIVE PERFORMANCES — FROM COMMUNITY SHOWS IN AUSTRALIA TO MAJOR STAGES ACROSS ASIA

Quick facts

FULL PROFILE	Australian singer-songwriter, electric guitarist, vocalist, pianist & cellist
AGE / BASE	14 years old · Brisbane, Queensland, Australia
GENRE	Pop-rock, melodic rock, indie pop, with a contemporary pop direction emerging on upcoming release
WRITING SINCE	Age 8: composed and recorded his first song at his home studio, using guitar and a beat machine. Age 12: started self-producing using DAW Cubase Pro — recording his own vocals, all instruments, and undertaking pre-mixing.
FLAGSHIP RELEASE	"Iron Veins" — Australia–Indonesia collaboration with Batas Senja, released 5 June 2026; sole credited songwriter on the official release
NEXT RELEASE	"Young Boy, Young Girl" — dance-pop single, international campaign in development (US, Australia, key Asian markets)
REPRESENTATION	Independent — open to management, label and publishing conversations
LICENSING	Original music available for sync licensing — enquiries via contact below
CONTACT	shumoag@gmail.com · bio.to/shumoag

02 Biography

Shumo AG is a 14-year-old Australian singer-songwriter and multi-instrumentalist based in Brisbane, building an international audience through original music, major live performances and cross-market collaboration.

He began writing and performing music at age eight and has since written more than 25 original songs — 17 officially released as of September 2026 — spanning pop, pop-rock, indie rock and melodic rock. He has extensive studio recording experience and independently arranges his own material, taking songs from initial idea through vocal and instrumental recording to full studio production. An accomplished vocalist, guitarist and pianist, he brings strong musicianship to his songwriting, recording and live performances.

His live experience already includes audiences of up to 40,000 people, from MTV Asia School Fest to major stages in Vietnam and Indonesia. In 2026, he performed as Teen Ambassador for Sukin Australia on Opening Day of the Brisbane International Tennis Tournament, and took part in more than 40 live performances as a solo artist and across bands, orchestras and ensembles during 2025–2026 — staying closely involved in his school music community even as his professional profile has grown.

> **"Shumo remained the sole credited songwriter on the officially released collaborative version of Iron Veins" — despite the song becoming a major Australia–Indonesia collaboration.**

Rather than building his identity through covers or songs written for him, Shumo is developing a growing body of original work built around his own melodies, lyrics and expressive electric guitar playing. His songs explore family, vulnerability, resilience, growing up, relationships and hope — themes that run through both his highest-profile release ("Iron Veins") and his most personal, still-unreleased song ("MOM", see page 6).

In 2026 he was selected with a songwriting scholarship for Prodigy Camp, USA — an alumni network that includes GRAMMY-winning artist Chappell Roan — and named Youth Patron of the Next Up Music Awards (2026–27) alongside industry Patrons Sia and Troye Sivan. He is currently writing new material and working toward a debut album planned for release by the end of 2027.

Artist identity

Shumo's music moves between emotionally driven pop-rock, indie influences and contemporary pop — combining personal storytelling, strong melodic hooks and guitar-led musicianship. Electric guitar is his main instrument and a defining part of his sound, but his musicianship extends well beyond it: he is also a vocalist who plays cello in his school symphony orchestra, with acoustic guitar and piano forming a major part of his songwriting process. As his international audience grows, he continues to expand his sound while keeping songwriting, musicianship and live performance at the centre of his identity.

03 International momentum — "Iron Veins" × Batas Senja

"Iron Veins" began as an original song written independently by Shumo. What makes it significant is the journey it has taken — from a young songwriter's own composition to a major international collaboration, while Shumo remained the sole credited songwriter on the officially released collaborative version.

The song caught the attention of Indonesian hitmakers Batas Senja, one of Indonesia's leading bands with approximately 9.5 million monthly Spotify listeners. Over several months, the two artists reimagined "Iron Veins" as an Australia–Indonesia collaboration, reshaping the arrangement toward Batas Senja's pop-rock and folk roots while preserving Shumo's original songwriting, emotional core, guitar work and artistic identity. It was released on 5 June 2026.

The collaboration gave the song a life far beyond its original form — connecting young Australian songwriting with a major Southeast Asian audience. Coverage followed across Australia, Indonesia, the US, the UK, Vietnam and other territories, including a feature on 7NEWS Australia. In July 2026, Shumo travelled to Indonesia for a radio and TV promotional tour with Batas Senja and performed "Iron Veins" live with the band in front of an audience of approximately 40,000 people.

> **A song independently written by a 14-year-old Australian songwriter became the foundation of a major cross-cultural collaboration — reimagined for a new language and audience, covered by international media, and performed to roughly 40,000 people.**

At its heart, "Iron Veins" explores emotional armour, vulnerability and the point at which the strength we build to protect ourselves can begin to isolate us. "Iron" is used as a metaphor for that armour, with the song moving from restraint and isolation into an explosive desire to break free, reconnect and feel again.

Two versions

Original	Iron Veins — Original Rock Version. Shumo AG solo. Guitar-driven songwriting, expressive electric guitar and vocals — the foundation later built into the international collaboration.
Collaboration	Iron Veins — Shumo AG × Batas Senja. English–Indonesian bilingual version. Released 5 June 2026. Shumo remained sole credited songwriter on the official release.

04 What's next — "Young Boy, Young Girl"

Building on the momentum of "Iron Veins," Shumo is preparing his next original release, "Young Boy, Young Girl" — a high-energy pop track introducing a more playful, commercially driven side of his songwriting. Built around a memorable "Young Boy / Young Girl" hook, the song takes a humorous look at young relationships and the excuses teenagers make when parents catch them together.

Musically, the track carries Shumo's emotional pop-rock and singer-songwriter roots into a contemporary dance-pop direction. The release is being developed as an international campaign combining short-form content, creator collaborations, live performances and promotional activity across the US, Australia and key Asian markets.

05 Original catalogue

17 original songs officially released as of September 2026, with 25+ written in total. Selected tracks:

Released	**Iron Veins — Original Rock Version.** A rock anthem about breaking through emotional armour and finding the courage to feel again.
Released	**Iron Veins — Shumo AG × Batas Senja.** Bilingual Australia–Indonesia collaboration.
Released	**Ripples.** Winner, Australian National Songwriting Competition (2024). A quiet connection that lives on long after the moment passes.
Released	**Wings.** Winner, Australian National Songwriting Competition (2025).
Released	**Living In.** A coming-of-age anthem chasing summer nights, big dreams and the moments that make youth shine.
Released	**Tomorrow Comes Again.** A search for hope through restless nights and the uncertainty of what tomorrow holds.
Released	**I Am Sorry.** An honest apology as the first step toward healing and making things right.
Unreleased	**Mom.** A deeply personal tribute to his mother, already performed live to audiences of 15,000–40,000 — see page 6.
Upcoming	**Young Boy, Young Girl.** Next single — dance-pop, international campaign in development.

Full catalogue and streaming links available at bio.to/shumoag.

06 Feature song — "Mom" (unreleased)

"Mom" is an unreleased original song written by Shumo for his mother, planned for inclusion on his debut album (targeted for release by the end of 2027). Even before its official release, it has developed a remarkable life on stage — performed at major live concerts in Vietnam and Indonesia to audiences of approximately 15,000–40,000 people, and used by 7NEWS Australia in a television feature about Shumo, introducing the song to a wider Australian audience.

The song reflects on childhood, unconditional love and the bittersweet realisation that growing up changes the relationship between a parent and child. What makes it especially distinctive is the arrangement: alongside his main instrument, electric guitar, Shumo plays cello in his school symphony orchestra and created the cello arrangement for "Mom" himself — the cello acting almost like a second emotional voice, adding warmth and a classical dimension to a contemporary ballad. As with his other material, Shumo recorded all instrumental parts and vocals himself and undertook the pre-mixing, making the recording a particularly personal representation of his own musical vision.

VERSE 1

I always dreamed to write a song about my mama
But countless poets used all the words in their drama
And I don't want to repeat any words of them
Whenever I'm beside my mom, I'll always be little
In her arms, worries soften, my life was so simple
Your love is like a cozy nest
Mom, I sing it for you

CHORUS

Mom! I want to tell you
I don't want you get older
Feel like a child and put my head on your shoulder
So many precious moments stays with us
Mom! I know you wish I stay next to you longer
But days will fly away and one day I'll go
Afraid to think how alone you'll feel

Songwriter & cello arrangement: Shumo AG. 7NEWS Australia feature: Link
Live performance (~20,000): Link

07 Live performance

Performance is a major part of Shumo's development as an artist. While still in his early teens, he has already performed on major international stages, developing not only technical skill but the stage presence and adaptability to connect with large, culturally diverse audiences.

2022	**MTV Asia School Fest.** Performed for approximately 40,000 people.
2024–26	**Major stages across Vietnam & Indonesia.** Repeated performances before audiences of 10,000–40,000.
2026	**Brisbane International Tennis Tournament — Opening Day.** Performed as Teen Ambassador for tournament main sponsor Sukin Australia.
2026	**"Iron Veins" live with Batas Senja, Jakarta.** Performed before approximately 40,000 people during a radio/TV promotional tour of Indonesia.
2025–26	**40+ live performances** — from local and school community shows in Australia to major stages across Asia. Solo, and across bands, orchestras and ensembles.

Musicianship & production

Shumo is a genuine multi-instrumentalist — vocalist, guitarist, pianist and cellist — and handles the full creative process behind his music himself. He composed and recorded his first song at age eight using guitar and a beat machine, and by twelve had moved into self-producing from his own home studio using Cubase Pro: writing and arranging every part, recording his own vocals and instruments, and undertaking pre-mixing before tracks move to final production.

> **By twelve, he was writing, playing, recording and mixing every part of his own music — a full creative pipeline most artists years older haven't built yet.**

Beyond guitar and vocals, Shumo plays cello in his school symphony orchestra and created the cello arrangement for "Mom" himself, bringing a classical dimension into his contemporary pop-rock songwriting. His formal training runs well beyond grade-level study — he has won awards in international virtuoso competitions for both voice and electric guitar. This full-pipeline involvement — songwriting, arrangement, performance, recording, and preparing tracks for production — is unusual for an artist his age, and shapes a sound that stays distinctly his own from first idea to finished record.

08 Awards & recognition

1. **AMEB Gold Award** — youngest recipient in Australia (2024)
2. **Super Grand Prix** — 19th International Competition "Ukraine Unites the World" (2024), awarded for original song "Mom," which has generated tens of millions of views and streams across digital platforms
3. **Platinum Award, Voice** — North American Virtuoso International Music Competition (2026)
4. **Gold Award, Electric Guitar** — North American Virtuoso International Music Competition (2025)
5. **Winner, Instrumental & Songwriting categories** — Australian National Songwriting Competition (2024: "Ripples"; 2025: "Wings")
6. **Winner** — Queensland Young Composers' Competition (2024)
7. **Winner** — Darren Middleton Songwriting Competition (2025)
8. **Top 30 Finalist** — Australian Songwriters Association competition (2025)
9. **Songwriting Scholarship** — Prodigy Camp, USA (July 2026); alumni network includes GRAMMY-winning artist Chappell Roan
10. **Youth Patron** — Next Up Music Awards (2026–27), alongside industry Patrons Sia and Troye Sivan

09 Media coverage & reach

Shumo's 2026 profile includes national television coverage and a genuinely international press footprint spanning Australia, Indonesia, Vietnam, the US, the UK and France — driven largely by the "Iron Veins" release and its cross-border story.

Selected coverage

7NEWS Australia | 7NEWS Queensland | AMNPLIFY | Local Sounds | Australian Musician

What's My Scene | 27 Magazine | Zillions Magazine | Fame Magazine | New Fire | detikHot

RRI | Dân Trí | Thanh Niên | Lao Động | Tiền Phong / SVVN | VietnamNet

Reach

700K+

COMBINED SOCIAL AUDIENCE — FACEBOOK, INSTAGRAM, YOUTUBE, TIKTOK

6

COUNTRIES WITH MEDIA COVERAGE — AU, INDONESIA, VIETNAM, US, UK, FRANCE

That audience is increasingly connecting with Shumo's own original music and artistic identity, rather than performance content alone — a distinction his team considers central to his long-term development as a recording artist rather than a social media personality.

10 Representation & contact

STATUS	Independent artist — open to management, label and publishing conversations
BOOKING	shumoag@gmail.com
PRESS / MEDIA	shumoag@gmail.com
SYNC LICENSING	Original music available for licensing — enquiries to shumoag@gmail.com
ARTIST HUB	bio.to/shumoag

11 Supporting links

ARTIST HUB
bio.to/shumoag

INSTAGRAM
instagram.com/shumoag

FACEBOOK
facebook.com/shumoag.entertainment

YOUTUBE
youtube.com/@ShumoAGMusic

SPOTIFY (ARTIST)
open.spotify.com/artist/6CWqEnpYpzRDWDWQKq09mC

APPLE MUSIC
music.apple.com/au/artist/shumo-ag/1594515389

IRON VEINS — ORIGINAL
youtube.com/watch?v=xRoDH2Nwlul

IRON VEINS — × BATAS SENJA
youtube.com/watch?v=VYhCmNCtXnk

IRON VEINS — OFFICIAL RELEASE / CREDITS
open.spotify.com/album/24GiXlUDlb4EfRDpAwX59E

7NEWS AUSTRALIA FEATURE
instagram.com/reels/DbC4Q7MiffD

"MOM" — LIVE (~20,000)
instagram.com/reels/DYHZx2hvk6-

WEBSITE
shumoag.com