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## **Storytel intends to carry out a directed issue through an accelerated book building process**

**Storytel AB (publ) (“Storytel” or the “Company”) intends to carry out a directed issue of approximately SEK 400 million – SEK 500 million through an accelerated book building procedure.**

### **Directed issue**

Storytel resolves to carry out a new share issue with deviation from shareholders’ preferential rights directed at qualified investors in Sweden and internationally of approximately SEK 400 million – SEK 500 million (the “**Directed issue**”). Storytel has, based on the issuance authorization given by Storytel’s Annual General Meeting on May 15, 2018, engaged ABG Sundal Collier AB and Carnegie Investment Bank AB (publ) to investigate the possibilities to conduct the Directed issue through an accelerated book-building procedure.

The reasons for the deviation from the shareholder’s preferential rights is that the Company believes that using the flexibility provided by a non-pre-emptive placing is the most appropriate and optimal structure for the Company at this time, allowing the Company to raise capital in a time and cost-effective manner and to diversify the shareholder base with international investors. The proceeds will inter alia be used for Storytel’s expansionary strategy involving accelerated investments in geographic expansion, mainly in content production and marketing. Investments will go to both existing markets and the new regions Latin America and Asia.

The subscription price for the new shares in the Directed issue is to be determined through an accelerated book building process and the new shares will be trading on the Spotlight Stock Market once issued and registered. The book building process will begin at 17.31 CET on September 12<sup>th</sup>, 2018. The Board of Directors’ assessment is that the subscription price in the Directed issue will be in accordance with market conditions, since it will be determined through an accelerated book building procedure. The board of directors of the Company will thereafter decide on the Directed issue and allotment of shares before the official opening of the Spotlight Stock Market on September 13<sup>th</sup>, 2018.

Payment for the newly issued shares will be paid in cash.

The Directed issue requires a decision by the Board of Directors and the Board of Directors may decide to cancel the book building procedure and refrain from proceeding with the Directed issue or to perform the Directed issue with a higher or lower number of shares than stated above.

### **Advisers**

ABG Sundal Collier AB and Carnegie Investment Bank AB (publ) are Bookrunners and Baker McKenzie is the legal adviser in connection with the Directed issue.

### **For further information, please contact:**

Jonas Tellander, CEO and founder, Storytel  
Phone: +46 (0)70-261 61 36  
E-mail: [jonas@storytel.com](mailto:jonas@storytel.com)

*This information is such information as Storytel AB (publ) is obliged to disclose under the EU Market Abuse Regulation. The information was provided by the above contact person for publication on September 12<sup>th</sup>, 2018 at 17.31 CET.*



### **About Storytel**

The Storytel group consists of two divisions, Streaming and Publishing. The Streaming division currently offers a subscription service for audio books and e-books under the brand names Storytel and Mofibo in Sweden, Norway, Denmark, Finland, Iceland, The Netherlands, Poland, Russia, Spain, India, the United Arab Emirates, Turkey and Italy. The Streaming division also publishes audio books and Storytel Originals, mainly through the audio-book publisher Storyside. The Publishing division consists of the publishers Norstedts, Massolit, Kontentan, Telegram, the Danish People's Press, Storytel Publishing, Rabén & Sjögren and B. Wahlströms, as well as Norstedts Kartor.

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Any investment decision in connection with the Directed issue must be made on the basis of all publicly available information relating to the Company and the Company's shares. Such information has not been independently verified by ABG Sundal Collier AB nor Carnegie Investment Bank AB (publ). The information contained in this announcement is for background purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy or completeness.

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This press release is not a prospectus for the purposes of Directive 2003/71/EC (the "**Prospectus Directive**") and has not been approved by any regulatory authority in any jurisdiction. Storytel has not authorized any offer to the public of shares or rights in any member state of the EEA and no prospectus has been or will be prepared in connection with the Directed issue. In any EEA Member State, this communication is only addressed to and is only directed at qualified investors in that Member State within the meaning of the Prospectus Directive.

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### **Forward-looking statements**

This press release contains forward-looking statements that reflect the Company's intentions, beliefs, or current expectations about and targets for the Company's future results of operations, financial condition, liquidity, performance, prospects, anticipated growth, strategies and opportunities and the markets in which the Company operates. Forward-looking statements are statements that are not historical facts and may be identified by words such as "believe", "expect", "anticipate", "intend", "may", "plan", "estimate", "will", "should", "could", "aim" or "might", or, in each case, their negative, or similar expressions. The forward-looking statements in this press release are based upon various assumptions, many of which are based, in turn, upon further assumptions. Although the Company believes that the expectations reflected in these forward-looking statements are reasonable, it can give no assurances that they will materialize or prove to be correct. Because these statements are based on assumptions or estimates and are subject to risks and uncertainties, the actual results or outcome could differ materially from those set out in the forward-looking statements as a result of many factors. Such risks, uncertainties, contingencies and other important factors could cause actual events to differ materially from the expectations expressed or implied in this release by such forward-looking statements. The Company does not



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***Information to distributors***

*Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended (“**MiFID II**”); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the “**MiFID II Product Governance Requirements**”), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any “manufacturer” (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in Storytel have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the “Target Market Assessment”). Notwithstanding the Target Market Assessment, Distributors should note that: the price of the shares in Storytel may decline and investors could lose all or part of their investment; the shares in Storytel offer no guaranteed income and no capital protection; and an investment in the shares in Storytel is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the Directed issue.*

*For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in Storytel.*

*Each distributor is responsible for undertaking its own target market assessment in respect of the shares in Storytel and determining appropriate distribution channels.*