



2020-07-07

## **Storytel expands its presence in the Asia Pacific region – prepares launches in Indonesia and Thailand**

**Storytel, one of the world's leading subscription services for audiobooks and e-books, will be launching its service in Thailand in the fourth quarter of 2020 and Indonesia in 2021. The launches will expand Storytel's presence in the Asia Pacific region, where the company already operates in India, Singapore and South Korea.**

To prepare for the launch in Indonesia, Storytel has been entering agreements with leading Indonesian publishing houses for some time to produce a strong library of audiobooks and audio content in Bahasa Indonesia. In addition to its publishing and production activities, Storytel will also be initiating a recruiting process to hire a country manager for the Indonesian market during the autumn. The country manager will lead the local operations and the launch preparations for 2021.

In Thailand, Storytel has had an audiobook production unit running since 2019. In the fourth quarter of 2020, Storytel will expand its presence and operations in Thailand by launching the Storytel app to consumers on the Thai market. Pawarana Suwanjindar, formerly Partner Solutions Lead at Facebook, has been recruited as Country Manager to lead the local Storytel Thailand operations.

"We are very much looking forward to taking Storytel's offering of the best stories and the leading and user-friendly technology to the Indonesian and Thai markets. Our experience, the great feedback from our customers and our data from previous launches in Asia Pacific are spurring us to take this new step in our mission to enable people to share and enjoy stories anywhere and anytime on a global scale," says Ingrid Bojner, Chief Commercial Officer (CCO) at Storytel.

"Streamed entertainment in various formats is constantly growing in the dynamic Asia Pacific region, and we are excited to contribute to that development, bringing the magic of stories to more customers each day," adds Elin Torstensson, Regional Manager Asia Pacific at Storytel.

Storytel has been present in the Asia Pacific region since 2017 when the company launched its service in India.

"With our launches in Indonesia and Thailand next year, we're opening up our service of local language audiobooks to the population of 267 million in Indonesia and almost 70

million in Thailand, further fuelling the steadily growing global audiobook trend and expanding Storytel's footprint in the region," says Elin Torstensson.

*FNCA Sweden AB is the company's certified adviser. FNCA can be reached at [info@fnca.se](mailto:info@fnca.se) or +46 8 528 00 399.*

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**About Storytel**

Storytel is Northern Europe's leading audiobook and e-book streaming service and offers unlimited listening and reading of more than 500 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B.Wahlströms, Gummerus Kustannus and Norstedts Kartor. Ztory – a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 20 markets around the globe and is headquartered in Stockholm, Sweden.