

Storytel acquires the full rights to the beloved children's characters Sune and Bert

It was announced today that Storytel Group has acquired the full rights to two of Sweden's most beloved children's characters, Sune and Bert, and their respective universes which also encompasses the popular character Håkan Bråkan - all created by authors Anders Jacobsson and Sören Olsson. This means that Storytel Group now owns the right to further develop the successful series in all formats, which sold over 10 million books and 5 million cinema tickets.

Through its streaming service, Storytel has significantly contributed to the popularity of the Bert and Sune series in audio format and making it relevant to listeners across all generations. Over the last five years, 'Sune' has been the most sought-after term on Storytel in Sweden, making its authors among the country's top 10 most listened-to authors.

"We are excited to continue building on this success and further expand the universes of these beloved characters, which aligns well with our strategy to strengthen and develop strong intellectual properties. Our close collaboration with Anders Jacobsson and Sören Olsson remains, as their creativity, humor, and voices are the foundation of the series," says **Helena Gustafsson**, Chief Content Officer at Storytel.

As part of this acquisition, Anders Jacobsson and Sören Olsson will continue creating new stories for Storytel, aiming to release approximately three to five new titles each year.

"You should focus on what you do best. Many of us have heard this before, and for us, it truly resonates. It means we can step back from the strategic and logistical aspects of publishing our works in various formats. Instead, we can focus on what we find most enjoyable and think is our strength - crafting stories about Sune, Bert, and Håkan Bråkan. We are very happy to have found the ideal partner for our beloved literary children", says **Sören Olsson & Anders Jacobsson**.

2024 also marks the 40th anniversary of Sune, which was celebrated with the release of *Festfixaren Sune* on Storytel. The audiobook features Anders Jacobsson's iconic voice, brought to life through advanced AI technology.

The agreed purchase price will be fully paid in cash, with the majority at closing of the acquisition and the remainder distributed over the next five years. The purchase price will be paid out of Storytel's cash balance with no further financing needed.

Certified adviser

FNCA Sweden AB is the Company's Certified Adviser.



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About Storytel

Storytel is one of the world's largest audiobook and e-book streaming services and offers more than one million titles on a global scale. Our vision is to make the world a more empathetic and creative place, with great stories to be shared and enjoyed by anyone, anywhere and anytime.

The streaming business within the Storytel Group is conducted under the brands Storytel, Mofibo and Audiobooks.com. The publishing business is managed by Storytel Books, and by the audiobook publisher Storyside. The Storytel Group operates in over 25 markets, with a focus on ten core markets: the five Nordic countries, the Netherlands, Turkey, Poland, Bulgaria, and the USA through Audiobooks.com. The headquarters are located in Stockholm, Sweden.

Image Attachments

Sune & Bert + Storytel