



## Peter Messner to assume the position of CFO of the Storytel Group

Today, Storytel AB (“Storytel”, “Storytel Group”, “the company”) (publ.) announced that Peter Messner will assume the role of CFO of the Storytel Group following Sofie Zettergren’s decision to seek new professional challenges. Susanne Ekblom will remain in her current position as Interim CFO until Peter Messner is installed.

Peter Messner was most recently the Group CFO of Catena Media, a leading online lead-generation company within iGaming publicly traded on Nasdaq Stockholm. Peter holds a PhD in Social and Economic Sciences from the University of Vienna, Austria, as well as a Master in Economics and Computer Science from Vienna University of Technology.

Peter Messner previously held senior finance positions such as CFO MTGx at Modern Times Group, CFO and Director Corporate Development at Ogame Services AB, and several management roles at Bwin Interactive Entertainment AG.

“I am happy to join Storytel during such an exciting phase of the company’s journey of profitable growth. Storytel plays a leading role as innovator, distributor and publisher in the growing global audiotainment space. With my public market experience in supporting Nordic businesses moving rapidly and successfully into new markets and consumer behaviors, I look forward to helping Storytel drive financial excellence across the company,” says **Peter Messner**.

After almost 10 years as the company’s CFO, Sofie Zettergren has decided to seek new endeavors outside Storytel following her current parental leave.

“I have greatly enjoyed my time at Storytel. It has been a privilege to be part of this company’s unparalleled journey from audiobook pioneer and regional startup to global market leader,” says **Sofie Zettergren**.

**Susanne Ekblom**, Storytel’s interim CFO since March 2022 when Sofie Zettergren went on parental leave, will remain in her current position until Peter Messner assumes the Group CFO position due no later than August 11.

“We look forward to having Peter join us later this year. I am confident that his leadership and expertise in guiding dynamic transformation at leading and trusted content and marketing driven businesses will be very valuable and appreciated at Storytel, says **Johannes Larcher**, CEO, Storytel.

“I would also like to thank Sofie Zettergren for her dedication to Storytel growth over the past decade and I wish her the very best of luck. I am also very happy and grateful that Susanne Ekblom has agreed to continue to serve as our Interim CFO until Peter is properly installed. Susanne serves as a trusted advisor to me and the organization, and her contributions have been instrumental in our turnaround from a strategy solely focused on growth, to a trajectory of

profitable growth with positive cash flow and strong EBITDA margins,” says Johannes Larcher.

*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. The headquarters is located in Stockholm, Sweden.