



storytel

Capital Markets Day 2023

Disclaimer

Some statements herein are forward-looking and the actual outcome may be materially different and impacted by a range of factors including, for example, the effect of economic conditions, exchange-rate and interest-rate movements, political risks, impact of competing products and their pricing, product development, commercialisation and technological difficulties, supply disturbances, and the major customer credit losses. All statements are based on management's best assumptions and beliefs in light of the information currently available to it and Storytel assumes no obligation to update or revise any forward-looking statement except to the extent legally required.

Agenda

14.00-14.45	Opening Remarks Sector context, strategic direction and midterm financial targets Followed by Q&A	Johannes Larcher
14.45-15.15	Content Strategy Synergies, differentiation and content economics Followed by Q&A	Helena Gustafsson Linda Säresand
Coffee break 15.15-15.35		
15.35-16.25	Streaming Strategy Growth of value share across Storytel's geographic markets Followed by Q&A	Luis Duran Johan Ståhle Oleg Nesterenko Åse Ericson
16.25-16.40	Closing Remarks The road to sustainable and profitable growth	Johannes Larcher
16.40-17.00	Q&A Session	



Johannes Larcher
CEO Storytel Group

Joined: 2022



Helena Gustafsson
Chief Content Officer

Joined: 2013



Linda Säresand
CEO Storytel Books

Joined: 2011 (Norstedts)



NORSTEDTS
FÖRLAGSGRUPP



Luis Duran

President, Streaming

Joined: 2023



Johan Ståhle

Chief Product Officer

Joined: 2021



Oleg Nesterenko

Chief Marketing Officer

Joined: 2023



Åse Ericson

General Manager, Nordics

Joined: 2019



Opening Remarks

Johannes Larcher
CEO, Storytel Group



1

ME GUSTA SER UNA ZORRA

VERDTE SÖBRE EL CASO TETA

LOTTE PETRI

BLOD ÄNGEL

SCHAMANEN

AKADEMIET

HYRDEN

rina och ja
änskap på liv och

Jessica Springfeldt Rak

JOSÉ IGNACIO VALENZUELA
GENTE COMO YO

1984

GEORGE ORWELL

Adapteret af Anna Lea

Storytel in 2026

RED DAWN
Y & FALL

JESPER ERSGÅRD

ELITEN

PYROMANEN 3
HÄMNDEN

INGER WOLF

JESPER ERSGÅRD

1986

BLACK STAR

Jesper Ersgård and Joakim Ersgård

If I Fall

storytel original

Pappas flicka på HÄSTGÅRDEN

Sophie Jahn

MOD HAVET
MOD HIMLEN

DZIEWCZ
Z CIAST

Influencers

SAKNAD

tell me your story

Storytel in 2026

> 5 BSEK
Group Revenue

15%
Streaming
Revenue CAGR

> 12%
EBITDA Margin

Strong
Operational Cash
Flow

Ambitious

Attainable

Organic Only



About Storytel

Mission

To move the world through story

Content

NORSTEDTS
FÖRLAGSGRUPP

Story
Side

people's

LIND & CO

GUMMERUS

AULA & CO

Streaming

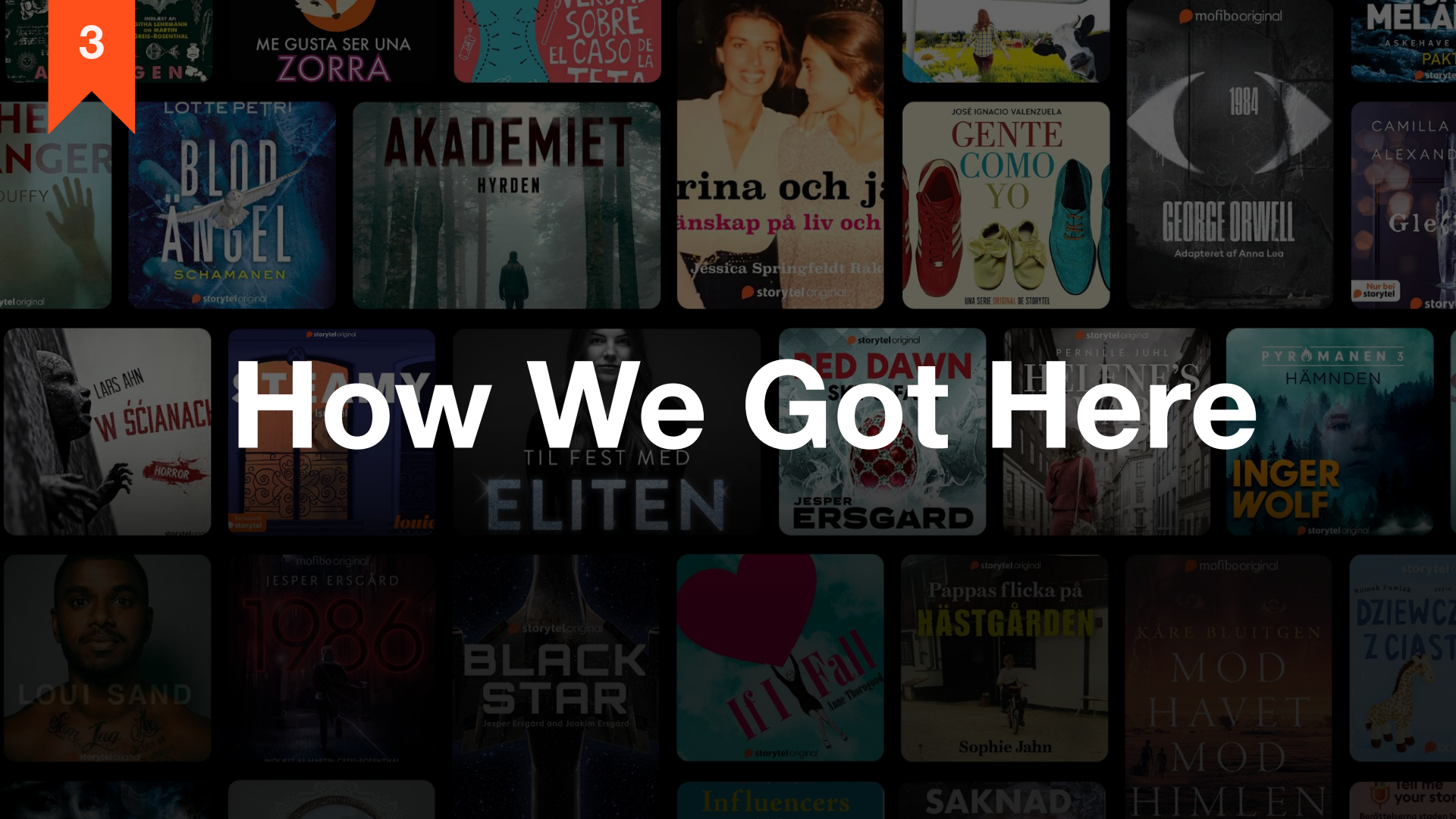

storytel


mofibo
a part of storytel

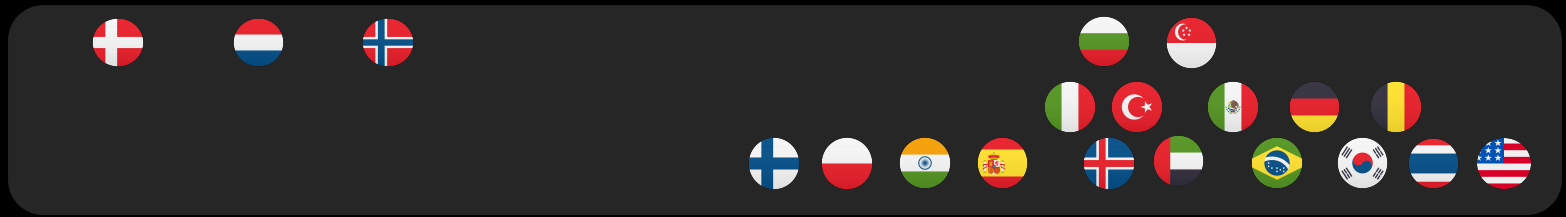
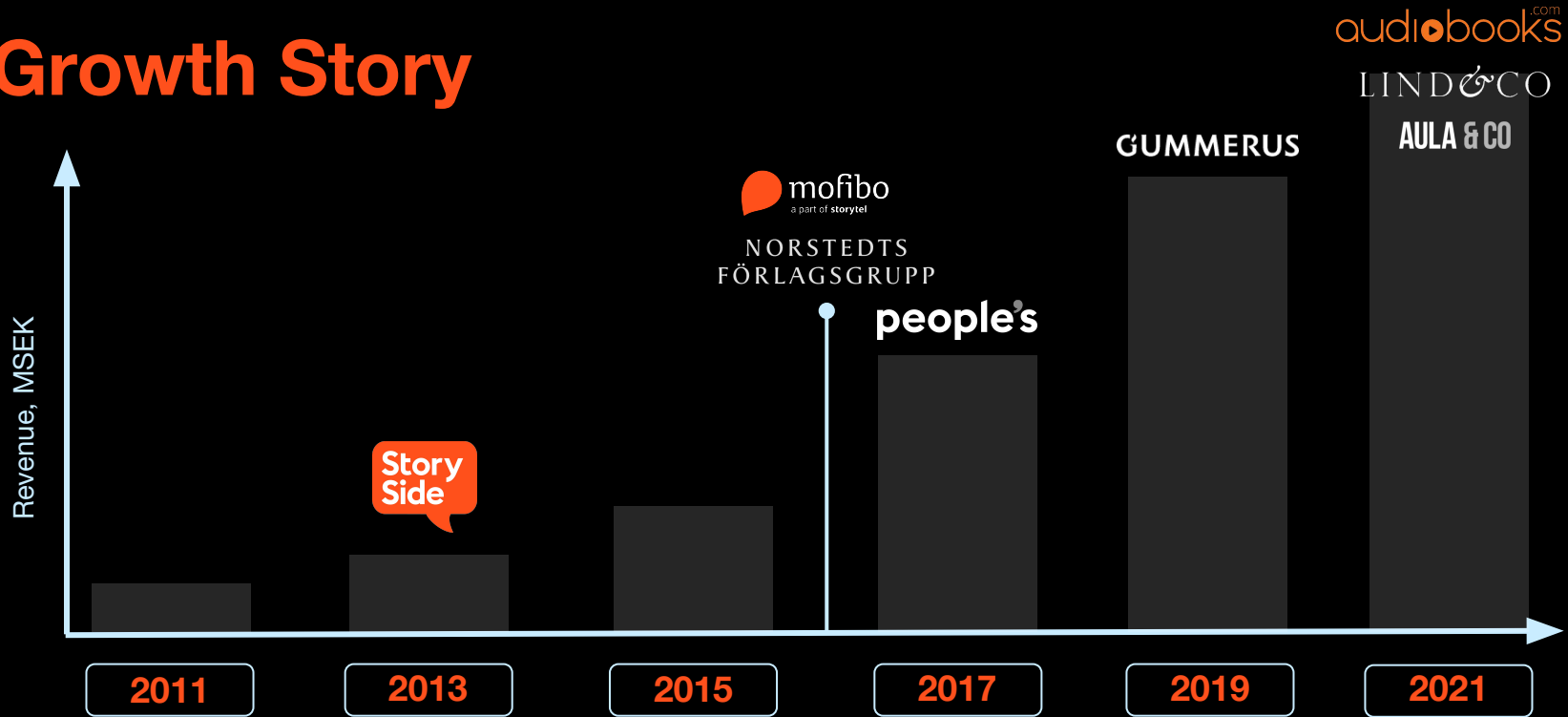
audiobooks.com

3

How We Got Here



Growth Story



...but the business did not scale

Storytel AB Revises Production and Revenue Guidance for the Full Year of Fiscal 2021

08/06/2021 | 07:00am BST



Storytel AB (publ) revised Production and revenue guidance for the full year of fiscal 2021. For the full year of fiscal 2021, the company expects revised streaming revenues from SEK 2,400 million to SEK 2,500 million to SEK 2,250 million to SEK 2,300 million

in stre
lion st.

BREAKIT

NYHETER RAPPORTER DATA KURSER EVENT KONTAKTA OSS

Storytel sänker sin prognoser återigen – och aktien faller

STORYTEL

LJUBÖCKER

BÖRS

05 nov 2021, kl 08:28

storytel

Group EBITDA 2021: -184 MSEK
Group EBITDA Margin 2021: -6%

Lessons Learned

Pace of Expansion must be sustainable

Tailored Strategy and Tactics needed

Careful Cost Management required

Scalable Organization, Systems, Processes are critical enablers

Transformation in 2022

Focused on Profitable Growth in 10 Core Markets

Implemented Cost Reduction and Efficiency Program

Brought in New Leadership

Secured Additional Financing

Kicked off Strategy Evolution Process

4



Storytel Today

HE
NGER
UFFY
storytel original

LOTTE PETRI
BLOD
ÄNGEL
SCHAMANEN
storytel original

AKADEMIET
HYRDEN
storytel original

rina och ja
änskap på liv och
Jessica Springfeldt Rak
storytel original

JOSÉ IGNACIO VALENZUELA
GENTE
COMO
YO
UNA SERIE ORIGINAL DE STORYTEL

1984
GEORGE ORWELL
Adapteret af Anna Lea
mofibooriginal

CAMILLA
ALEXANDER
Gle
Nur bei
storytel
storytel original

LARS AHN
W ŚCIANACH
HORROR
storytel original

STEIN
Ismael
louie
storytel original

TILFÆST MED
ELITEN
storytel original

RED DAWN
KYLLING
JESPER
ERSGÅRD
storytel original

HELENE'S
PERNILLE JUHL
storytel original

PYROMANEN 3
HÄMNDEN
INGER WOLF
storytel original

LOUI SAND
storytel original

1986
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BLACK
STAR
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If I Fall
June Thurgood
storytel original

Pappas flicka på
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KÄRE BLUITGEN
MOD
HAVET
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HIMLEN
mofibooriginal

DZIEWCZ
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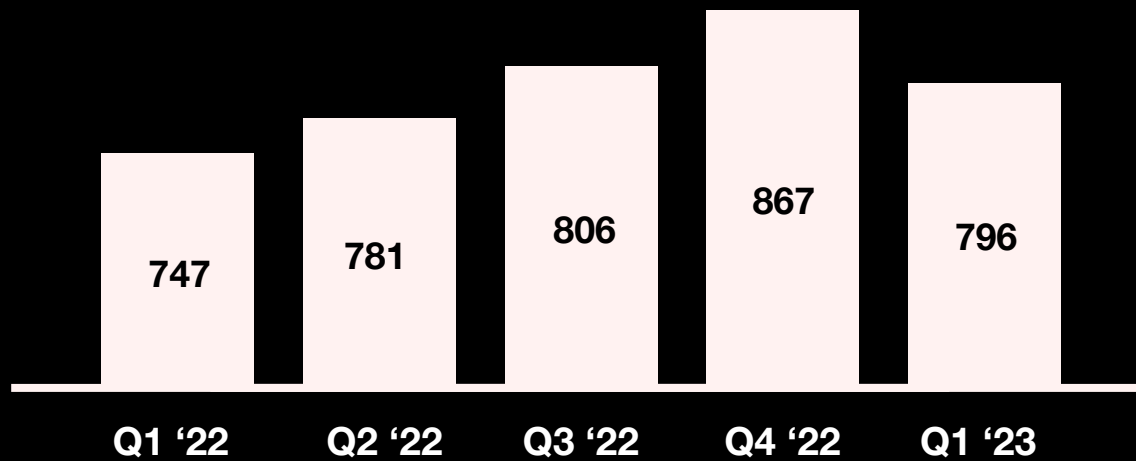
Influencers
storytel original

SAKNAD
storytel original

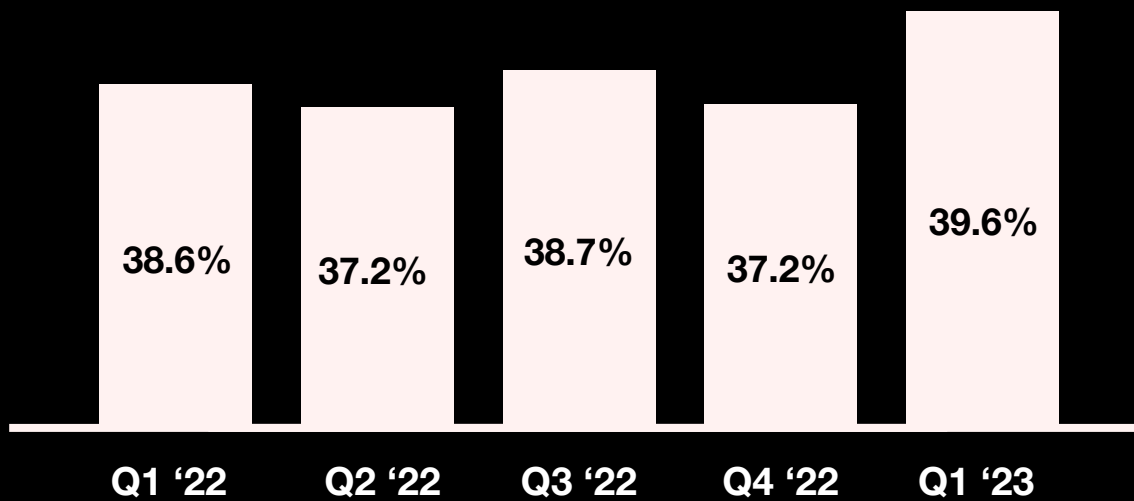
storytel original

tell me
your stor
Berättelserna stannar
storytel original

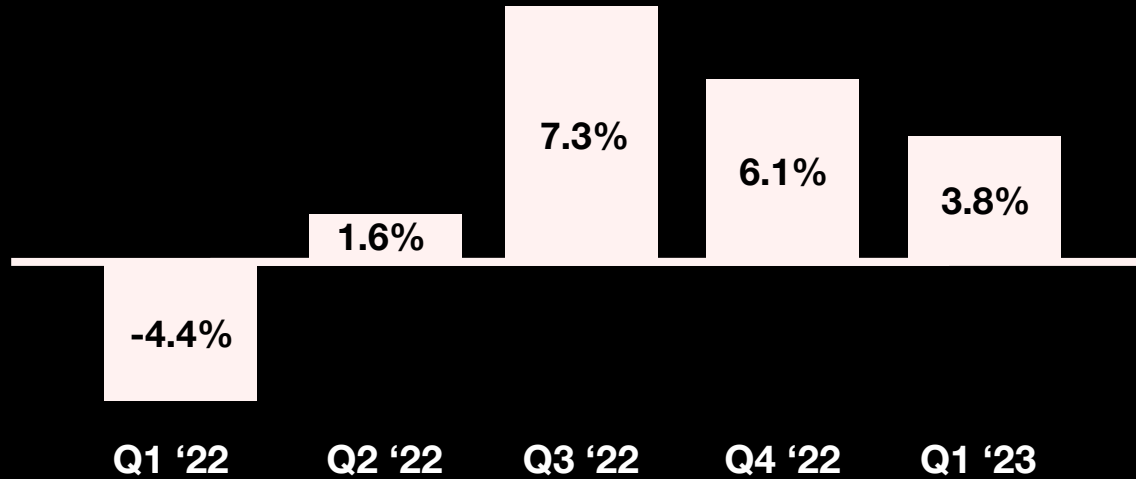
Group Revenue, MSEK



Group Gross Margin

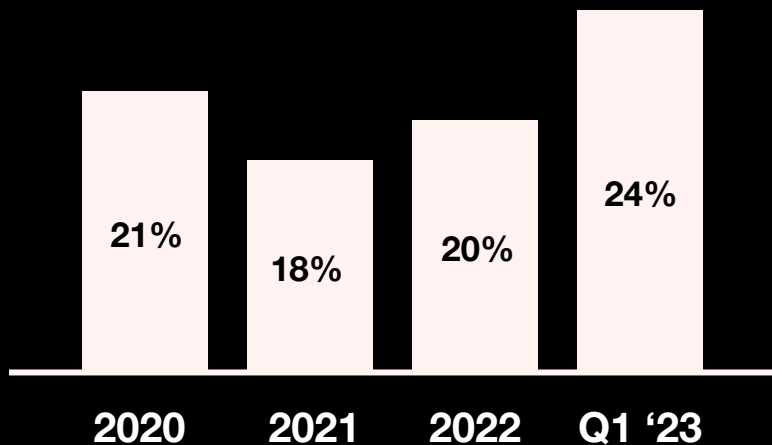


Group EBITDA Margin, excl IAC

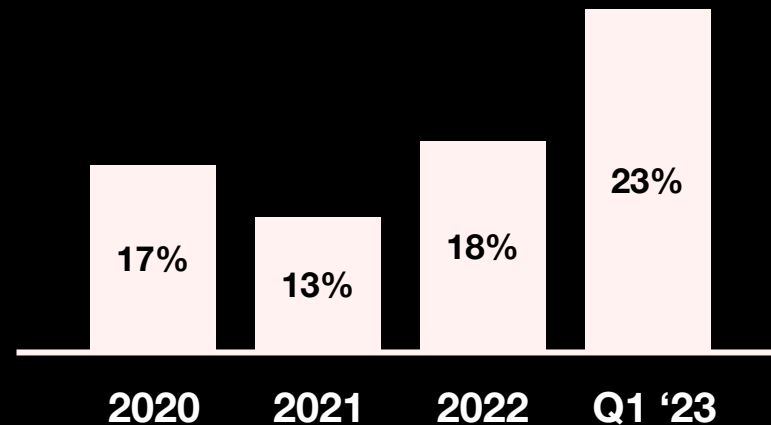


EBITDA Margin, Core Markets*

Nordics



10 Core Markets**

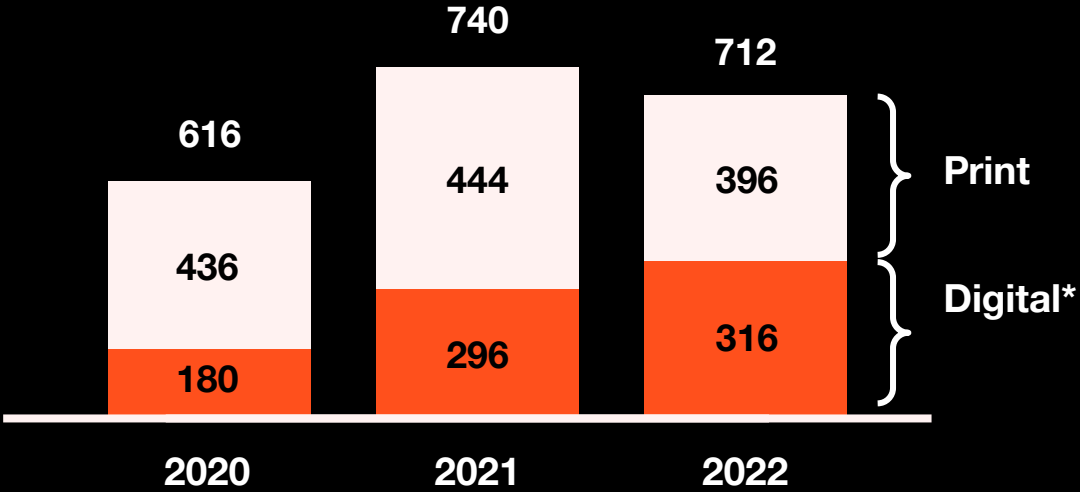


*Local EBITDA Margin; before allocation of central costs

** Nordics, US, Netherlands, Poland, Turkey, Bulgaria

Storytel Books Overview

Books Revenue, MSEK



~1,200
Audiobooks published in
2022

*Includes Revenue from Storytel Streaming

Storyside

Story
Side

#2 Largest Audiobook
Publisher in the World

Total titles
published per year

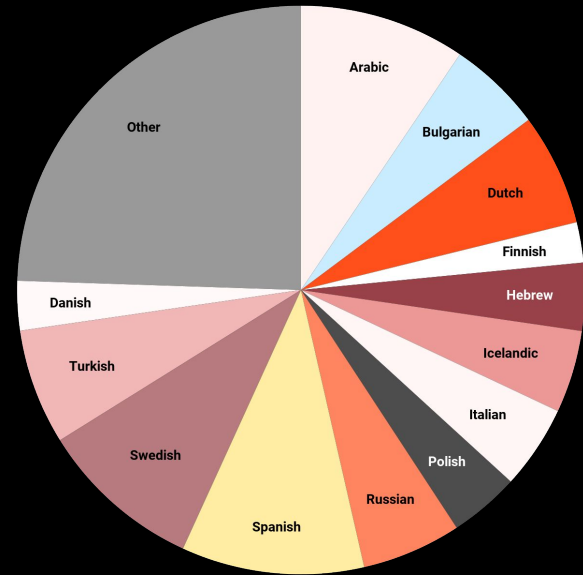
+6,000

Internal share of
consumption

14%

Hours per Language

100% = ~300 000 h



Strong Engagement

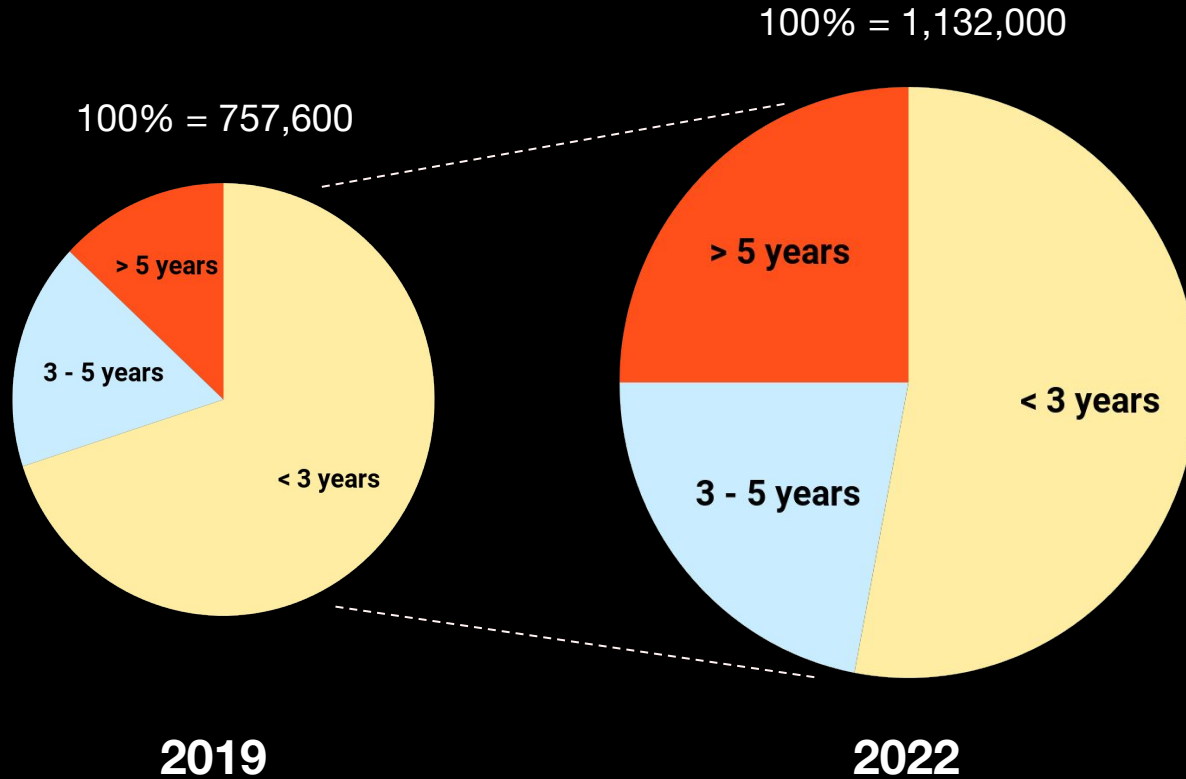
+900k

Of all subscribers listen
to > 10 hours per month

+40%

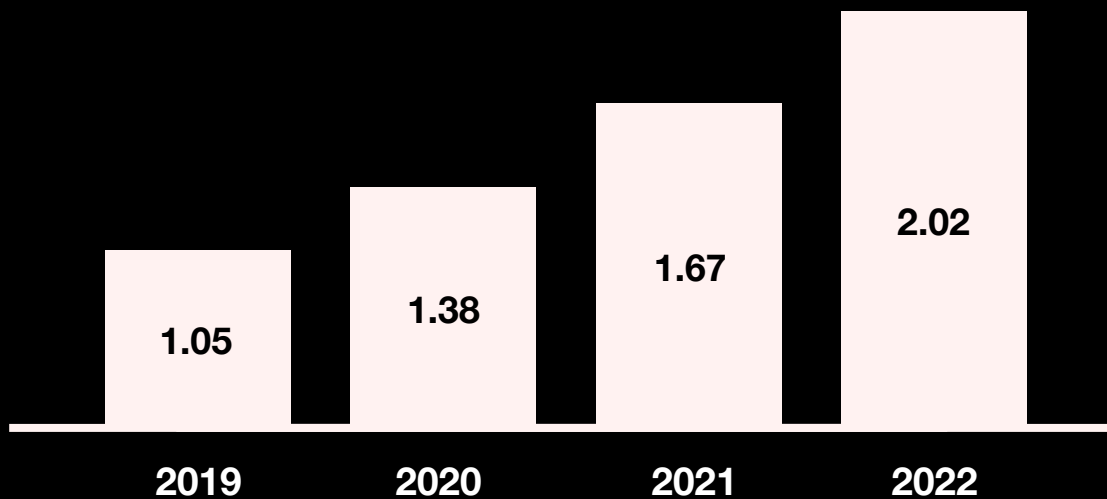
of all Paid Subscribers
listen to at least five
minutes of Storytel
every day

Very Loyal Customers Nordics



Subscriber Base Development

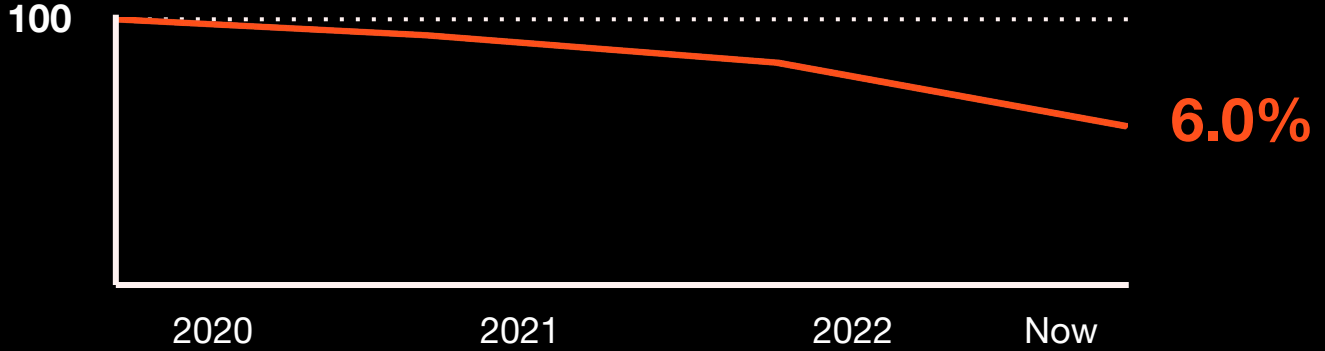
millions



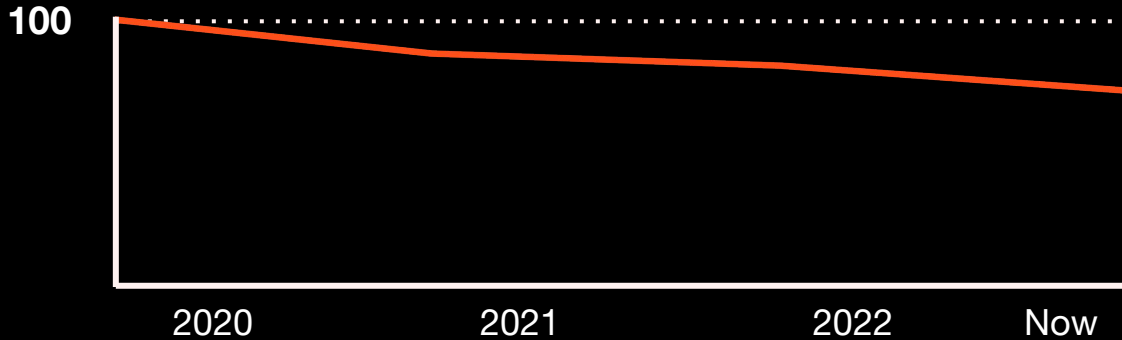
+6%
ARPU
Q1 '23 vs Q1 '22

Positive Churn Development

Global

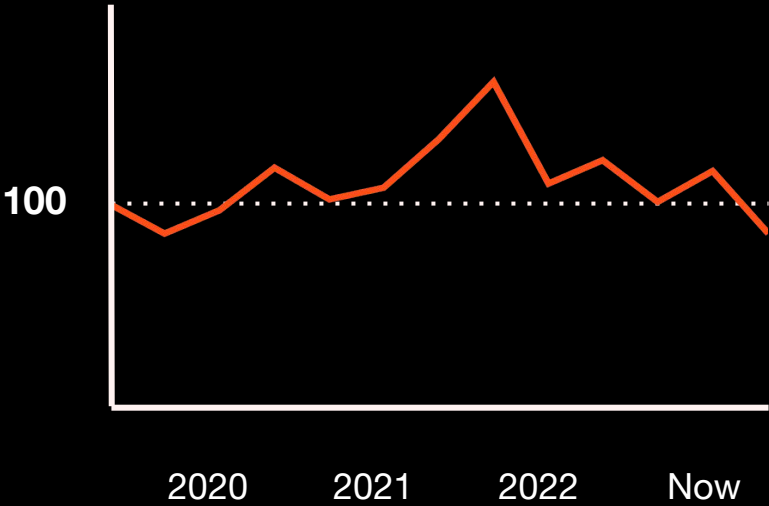


Sweden

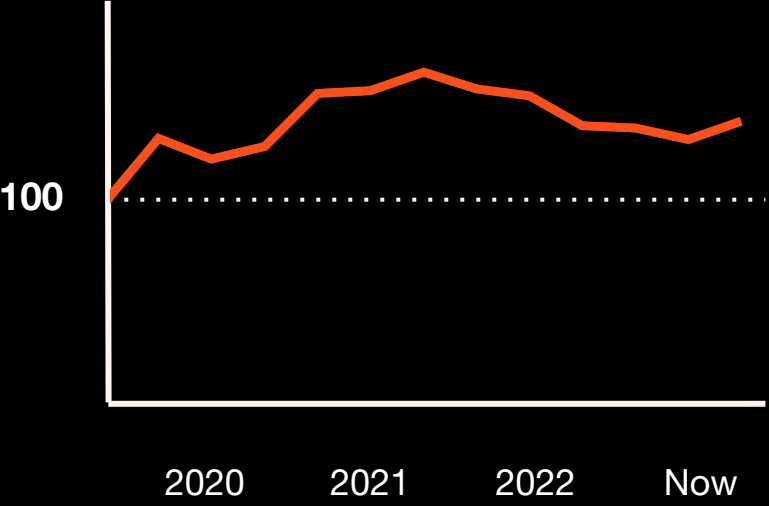


Stable/Positive Acquisition Trend

SAC Development



Paybase Gross Acquisition Development

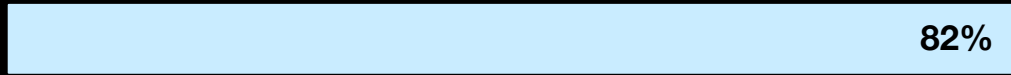


Average # Subscriptions US

Average Number of Paid
Subscriptions per Subscriber

TAM
Penetration
S-Curve
(illustrative)

Subscribe to a paid video streaming service



4

Subscribe to a paid music streaming service

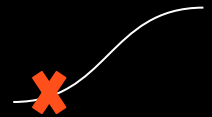
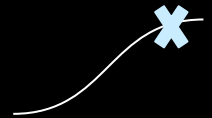


2

Subscribe to a paid audiobook service



1



So...

5

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storytel original

Influencers

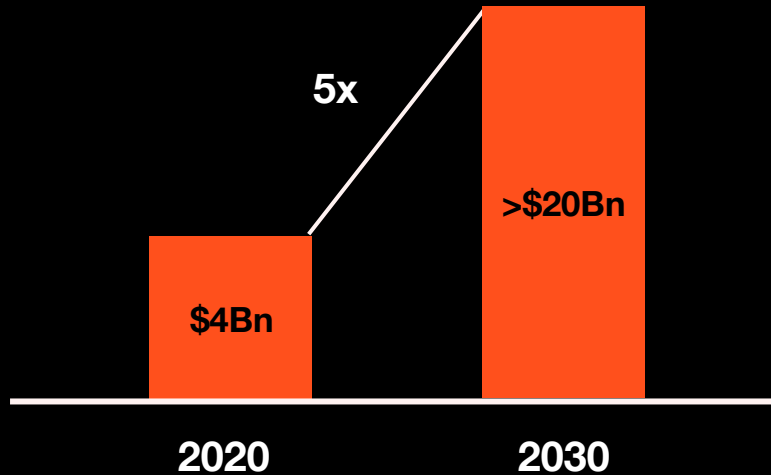
SAKNAD

storytel original

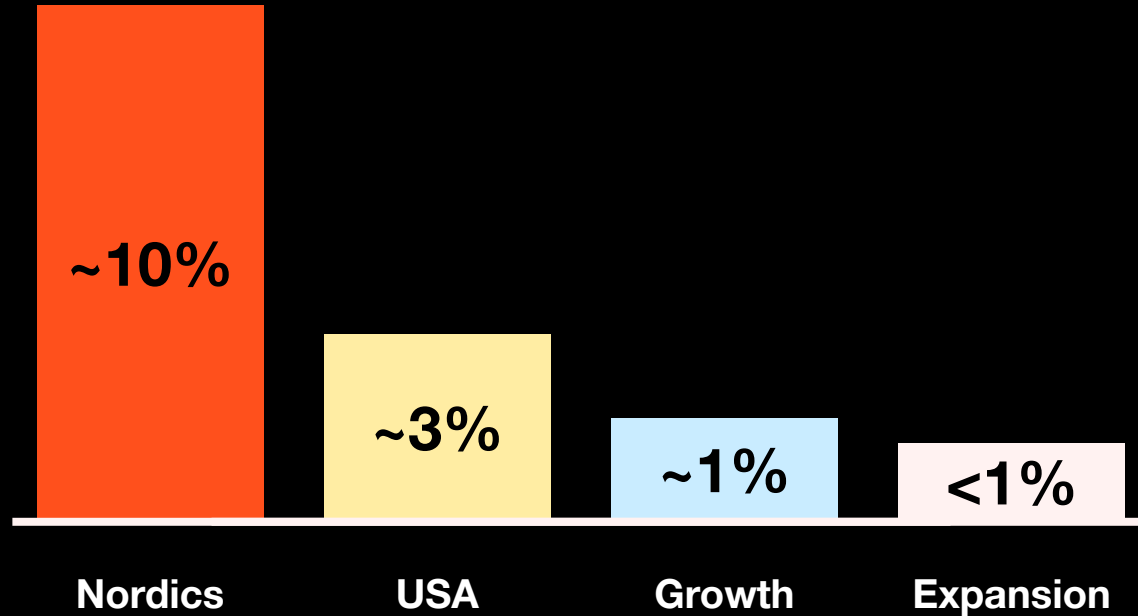
tell me your story

Positive Market Outlook

Global Audiobook Market

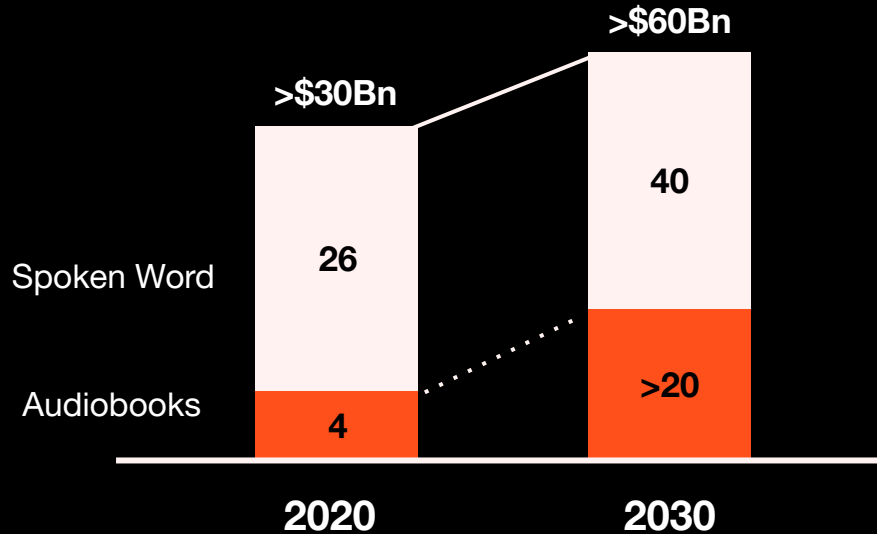


Low Audiobook Penetration Across Regions



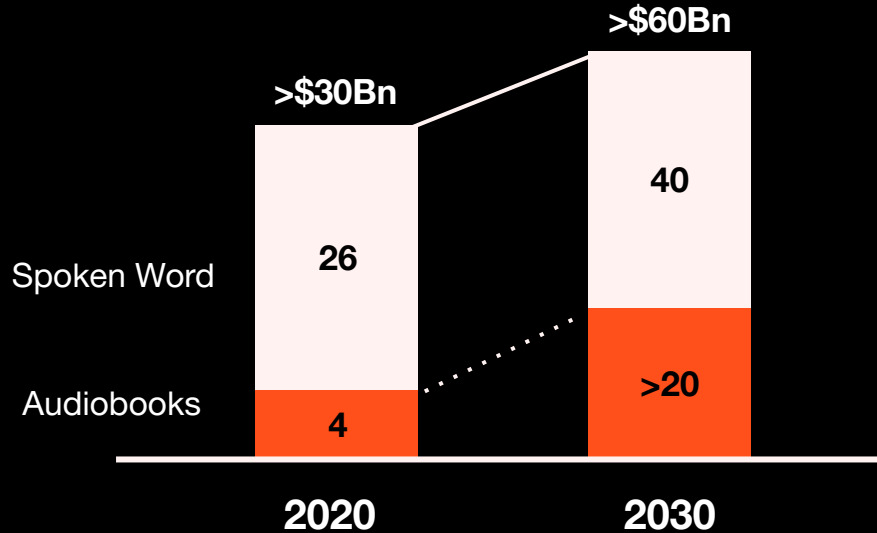
Positive Market Outlook

Global Audio Market excl Music

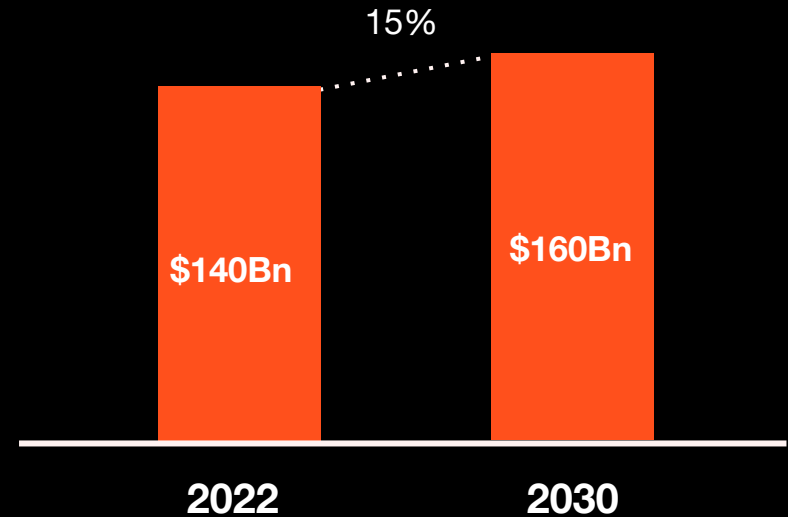


Positive Market Outlook

Global Audio Market excl Music



Global Book Publishing Market





BookBeat



Nextory



Google Play
Books



SCRIBD

85%

of consumption is in
local languages by
local authors

What We Compete On



Content

User Experience

Brand

Price & Offer

Group Strategy Principles

Content

Offer a best-in-class and differentiated selection of audio stories

Become the partner of choice for exceptional storytellers

Achieve better content economics

Go-to-market

Become an efficient and highly effective marketing machine

Apply a highly localized commercial model and execution

Provide a user experience that delights storytellers and listeners

Company

Operate both Streaming and Content businesses synergistically

Attract and retain the best team in the industry

Create a data-driven culture of smart risk-taking, efficiency and operational excellence

Embrace and deliver profitable growth

Remain open-minded about strategic opportunities

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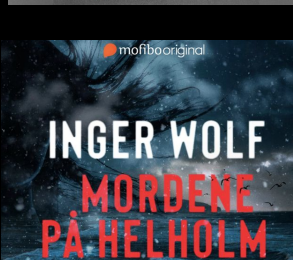
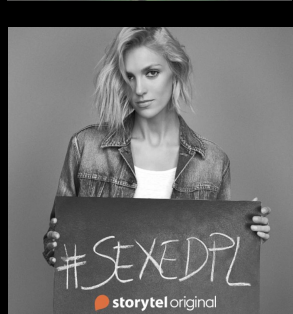
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From Audiobooks to Audio Stories



original

NDHOLM

den sne

g

OMAN

MON SCHULTZ

AN ENGELAND

ERS

ØDS

PPER

LENSK

MAL

idsson

storytel original

storytel original

mofibooriginal

INOLEST AF DAN SCHLOSSER

8 tarinaa hulluksi tulemisesta

Seilin
naiset

storytel original

storytel original

BRIGHTHOPE

storytel original

Irina och jag
Vänskap på liv och död

Jessica Springfield Raket

storytel original

storytel original

Kuinka Lappi
muutti minut

storytel original

KÄPPYRÄ-
MÄNNYN
JUURELLA

Marí Fernández

storytel original

Collaborate

storytel

louie

Kaikki kurniit
kukat

storytel original

Markku Haussila

CHARLOTTE BRUGMAN

KlimAX

storytel original

EVINTYRI
FREYJU og FRIKKA
A KAFI KAMBODIU

storytel original

FLIX BERGSSON

SÖNN ÍSLENSK
SAKAMÁL

Sigursteinn Mðsson

mofibooriginal

ANNE LEA LANDSTED

DET
BOMBERNE

FÆLDENDE

KØBENHAVN 1985

BEVIS

Är Peter kanske
agent?

FÖRSVINNANDEN

En dokumentärserie av
Martin Ezpeleta

storytel original

storytel original

Soulmate

Azra Dagić Mustafa

storytel original

Stine Buje & Sara Kastrup Thane

storytel original

PERMAΦPOCT

сериал ВАСИЛ ПОПОВ - ЗАБЕГА НА АЛЕКСАНДЪР САНД

ELINA PULLI

Kunmottava
pesäinjako

storytel original

KLARA TOGO DONKILD

TIL FEST MED
ELITEN

mofibooriginal

mofibooriginal

MIKAEL LINDHOLM

Vinter uden
Linneas bog

ROMAN

SIMON SCHULTZ

VAN ENGEL

HITLER
DØD
GRUPPE

mofibooriginal

ANNE LEA LANDSTED

DET
BOMBERNE

FÆLDENDE

mofibooriginal

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Differentiated Content Lineup

Content

- Direct relationships with authors and other creators
- Exclusive Originals, owned-IP and licensing windows
- Curatorial expertise driven by customer data
- Access to broad catalog with attractive economics and flexible distribution

Streaming

- Access to large and growing subscriber bases
- Diverse international marketplaces to expand an author's global reach
- Monetization opportunities beyond traditional book format (e.g Originals)
- Powerful awareness generation ability and marketing support for creators
- Longevity for titles that have long left bookstore shelves

Enhanced Value Proposition for Authors

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Content

- Improved deal terms through renegotiations
- Introduce new engaging and habituating premium content types beyond audiobooks
- Streamline publishing and content development operations to achieve efficiencies

Streaming

- Optimize product innovation to increase consumption of content with favorable economics
- Optimize commercial pricing and packaging to align customer behaviors with improved content economics
- Target broader and more profitable subscriber base

Lower COGS % of Revenue

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Geographic Focus 2023-2026

	10 Core Markets			3-5 Priority Markets
	Nordics	USA	Growth Netherlands, Turkey, Poland and Bulgaria	Expansion
Strategic Role	Generate Substantial Profitability & Cash Flow		Accelerate Revenue Growth	Develop the Next Growth Markets
Growth Ambition (%)	10%		20%	30%

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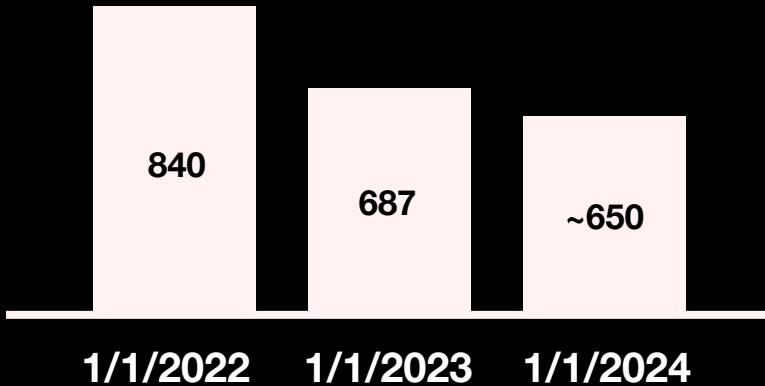
Embrace and deliver profitable growth

Remain open-minded about strategic opportunities

Efficient and Scalable Organization

Efficiencies

#FTEs Storytel Group



Right-sized to deliver on this strategy

Attraction and Retention

High Quality Bar

New Job Architecture

Clear Career Paths

Attractive Rewards Systems

Right people onboard to deliver on this strategy

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Profitable Growth

Deliver consistent EBITDA improvement through ambitious revenue growth and efficiency gains

Double Digit Revenue Growth

x

Continuous Efficiency Gains Through Excellence and Scale

High LTV / SAC Ratio

Low COGS % of Revenue

Low Overhead % of Revenue

=

Double Digit EBITDA Growth

Sustainable Growth

ESG Framework



Footprint (E)

Impact the planet



Brainprint (S)

Impact on customers



Fingerprint (G)

Impact on people and partners

Highlighted 2023 Goals

Finalize setting
Science-based targets

Help 1 million people
read one book per
month

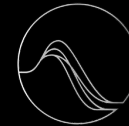
Prepare for CSRD
Compliance

Commitments



United Nations
Global Compact

*Committed to the UNGC since
November 2021*



SCIENCE
BASED
TARGETS

*Commitment Letter submitted in
April 2022*

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Streaming Distribution

Publishing

Content IP

Storytel in 2026

> 5 BSEK
Group Revenue

15%
Streaming
Revenue CAGR

> 12%
EBITDA Margin





Strong
Operational Cash
Flow

How We Deliver

Growth Ambition

-  **Grow at or above Market Growth Rate**
-  **Provide Differentiated Offer**
-  **Tailor Strategies and Tactics Market by Market**
-  **Improve Go-To-Market Strategy with more Efficient Customer Acquisition**

Profitability Ambition

-  **Apply strong discipline to Gross Margin Management**
-  **Increase Customer Lifetime Value (CLV)**
-  **Focus on Core Markets and Limited Set of Expansion Markets**
-  **Tightly manage Support-Function and Shared-Resource Expenditures**

Content Strategy

Helena Gustafsson

Chief Content Officer

Linda Säresand

CEO Storytel Books



Content Strategy



Helena Gustafsson
Chief Content Officer

Every day, for every subscriber, our content should be fresh, unique, relevant and exciting.

Focus Areas 2023-2026

**Invest in the content that
enables the Streaming
Ambition**

**Broaden focus from
Audiobooks to Audio
Stories**

**Achieve sustainable
content cost levels**

Principles for Building the Storytel Catalog



Relevance

Differentiation

Efficiency



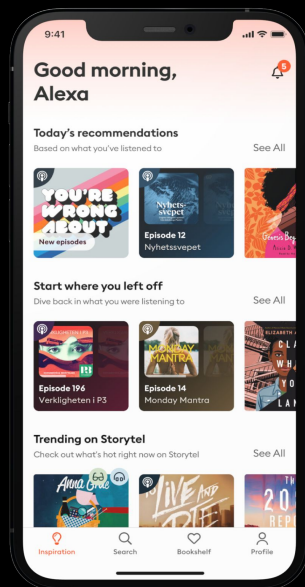
Relevance

Differentiation

Efficiency

Internal audio publisher Storyside creating Storytel Originals & Audio Licensing

Story Side



Internal publishers in Storytel Books

Storytel Books

NORSTEDTS
FÖRLAGSGRUPP LIND&CO

people's

GUMMERUS

AULA & CO

External publishers

hachette
BOOK GROUP

Pottermore

HarperCollins

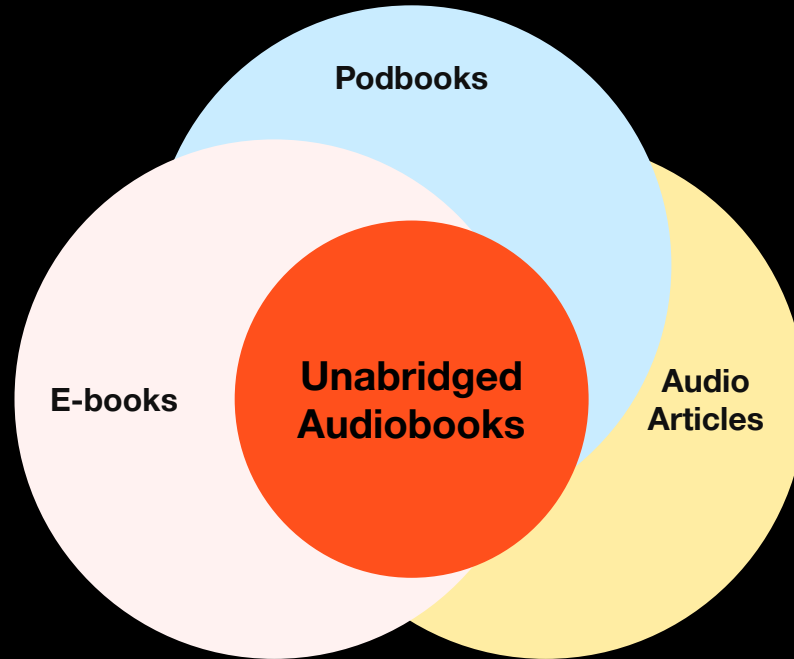
BONNIER

GYLDENDAL

ÇAPPELEN DAMM

1.3 million titles

Audiobooks Remain at the Core of Storytel



89%

of Storytel users would
listen to podcasts on
Storytel



noa

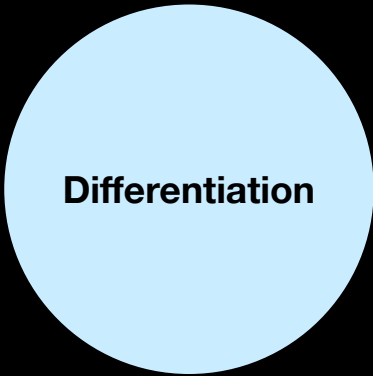
| The home of
audio-journalism

85%

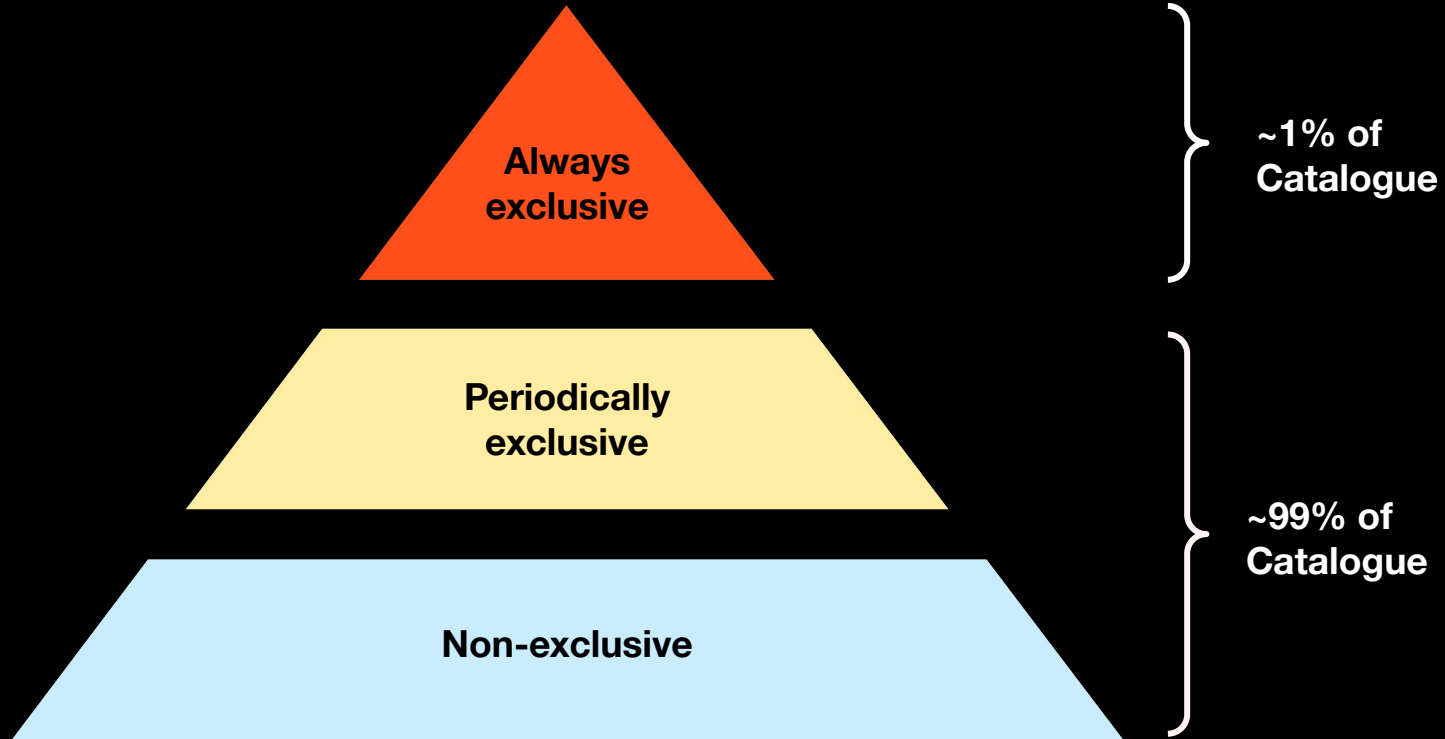
of consumption is in
local languages by
local authors

Our Content Strategy Varies by Region

	Nordics	USA	Growth <small>Netherlands, Turkey, Poland and Bulgaria</small>	Expansion
Strategic role	Generate Substantial Profitability and Cash Flow	Accelerate Revenue Growth	Develop the Next Growth Markets	
Strategic Objective	Build Differentiation	Build Credibility	Build Awareness	
Content Implication	Differentiation by exclusivity through Storytel Originals and Commissioning of Audio Stories	Third Party Licensing and Select Translations of Storytel Originals	Growth of Catalog through Licensing and Storytel Originals	Internal Publishing and Select Translations of Storytel Originals



Differentiation to Drive Growth





Tänään vietetään
Harryn syntymäpäivää!



© J.K. Rowling/Pottermore, TM WBEI

Experience the
magic of Hogwarts.

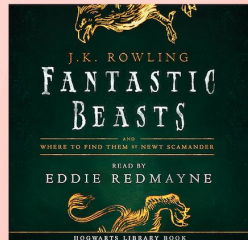
Let the audiobook take you there.



Listen to the entire
Harry Potter series on Storytel.



© J.K. Rowling/Pottermore, TM WBEI



Je boekenplank is net een
tikkeltje magischer geworden.



© J.K. Rowling/Pottermore, TM WBEI



“...mientras estés aquí, tu
casa será algo así como tu
familia dentro Hogwarts.”

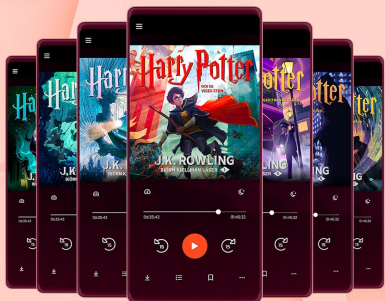
Profesora McGonagall

Escucha ahora



© J.K. Rowling/Pottermore Ltd. TM WBEI

Sommarlovsutmaning!



© J.K. Rowling/Pottermore, TM WBEI



Harry Potter

'호그와트는 그에게
최초의 집이자
최고의 집이었다.'

해리포터와 죽음의 성물



© J.K. Rowling/Pottermore, TM WBEI

“...mientras estés aquí, tu
casa será algo así como tu
familia dentro Hogwarts.”

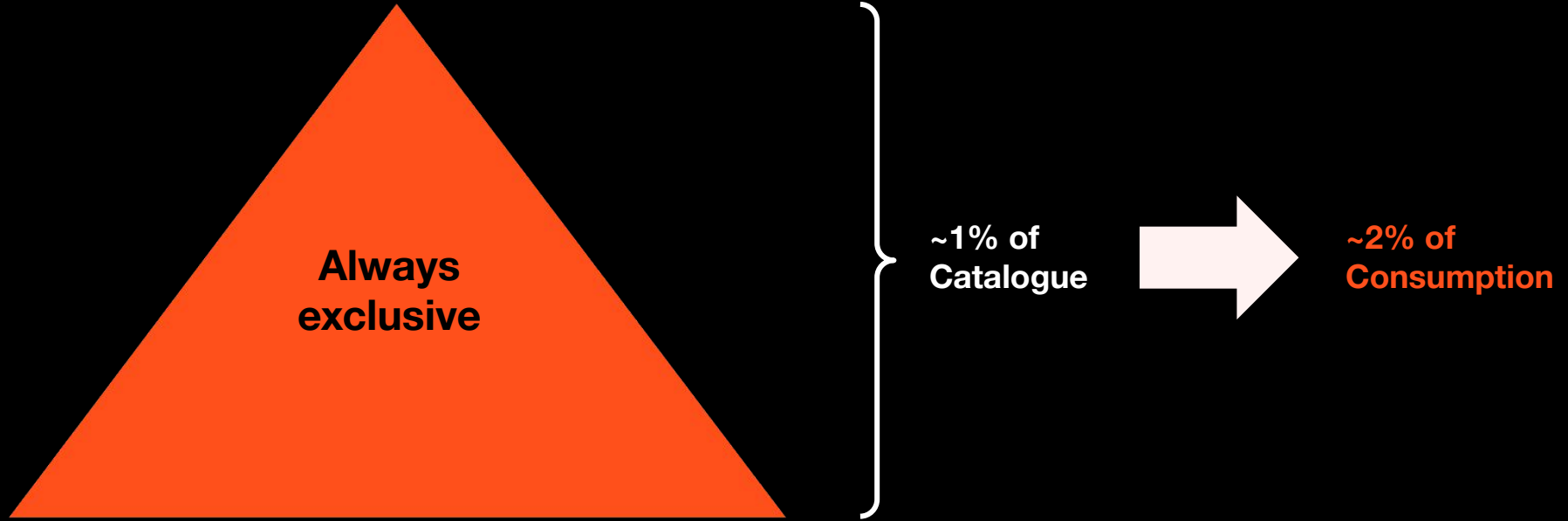
Profesora McGonagall

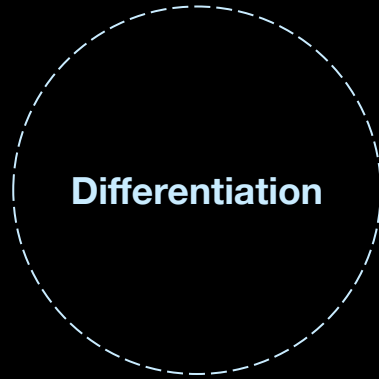
Escucha ahora



© J.K. Rowling/Pottermore Ltd. TM WBEI

The Power of Storytel Originals





Lower COGS % of Streaming Revenue

```
graph TD; A[Lower COGS % of Streaming Revenue] --- B[Renegotiate Existing Content Deals]; A --- C[Increase Internal Content]; A --- D[Diversify Content Category Mix]; A --- E[Secure Unit Economics via Commercial Pricing & Packaging]; F[Develop Product & Tech Solutions to Enable Levers];
```

**Renegotiate
Existing Content
Deals**

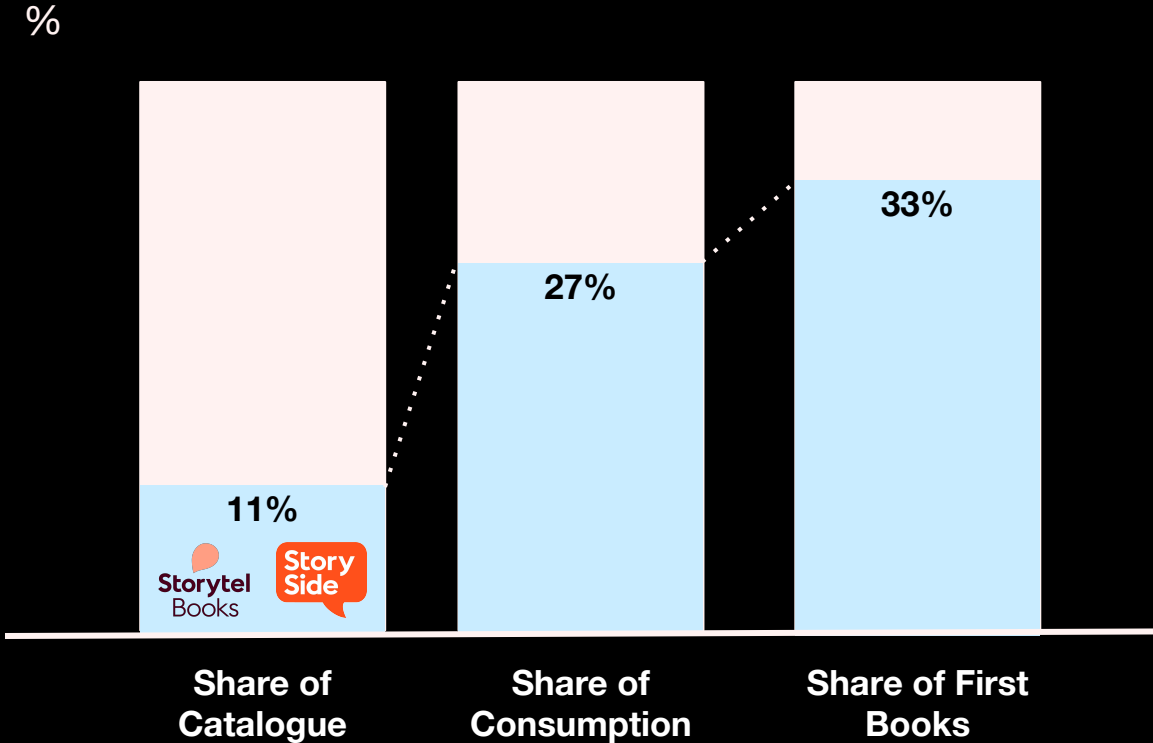
**Increase Internal
Content**

**Diversify Content
Category Mix**

**Secure Unit
Economics via
Commercial Pricing
& Packaging**

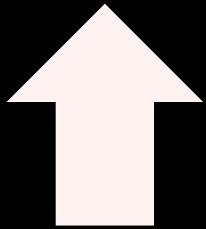
Develop Product & Tech Solutions to Enable Levers

Our Subscribers Love Our Internal Content



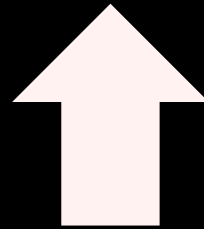
Source: Internal audiobook data, YTD 2023 May

Internal Content Makes Us Stronger



**Internal Share
of Consumption**

=



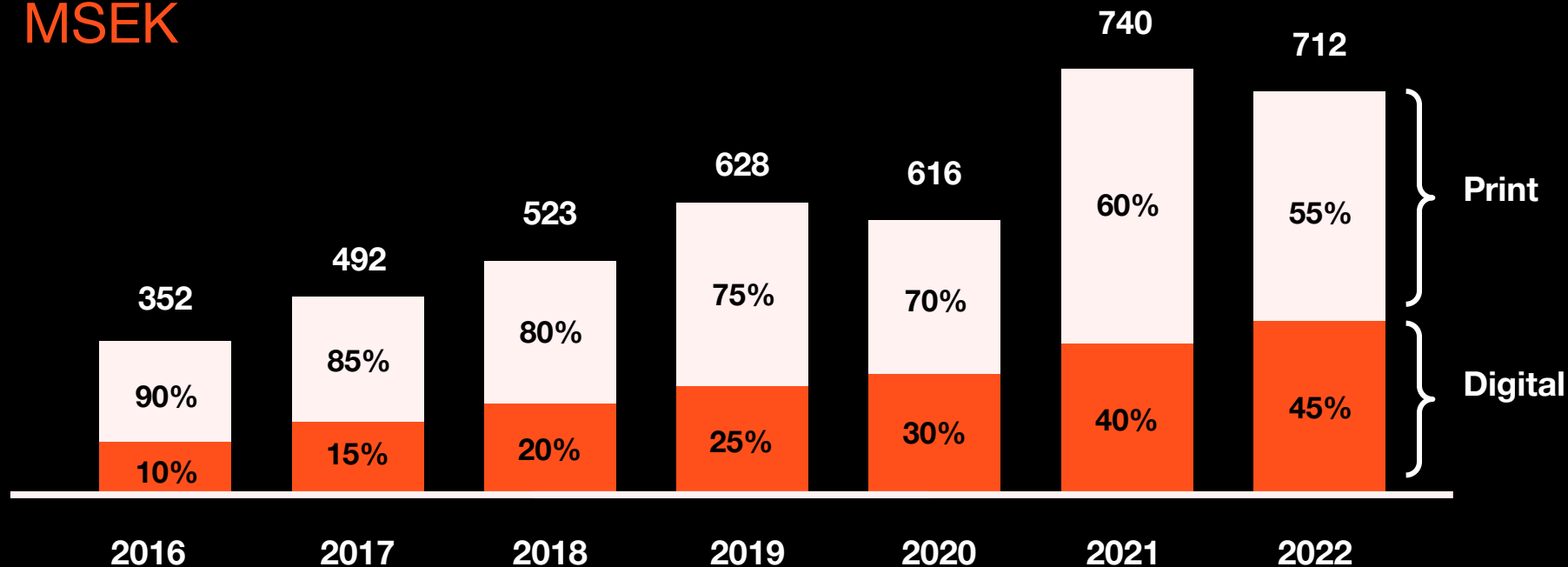
**Gross margin
improvement**

Storytel Books



Linda Säresand
CEO Storytel Books

Storytel Books Revenue MSEK



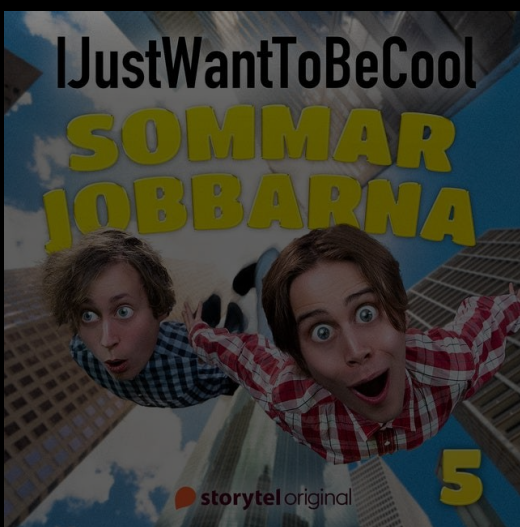
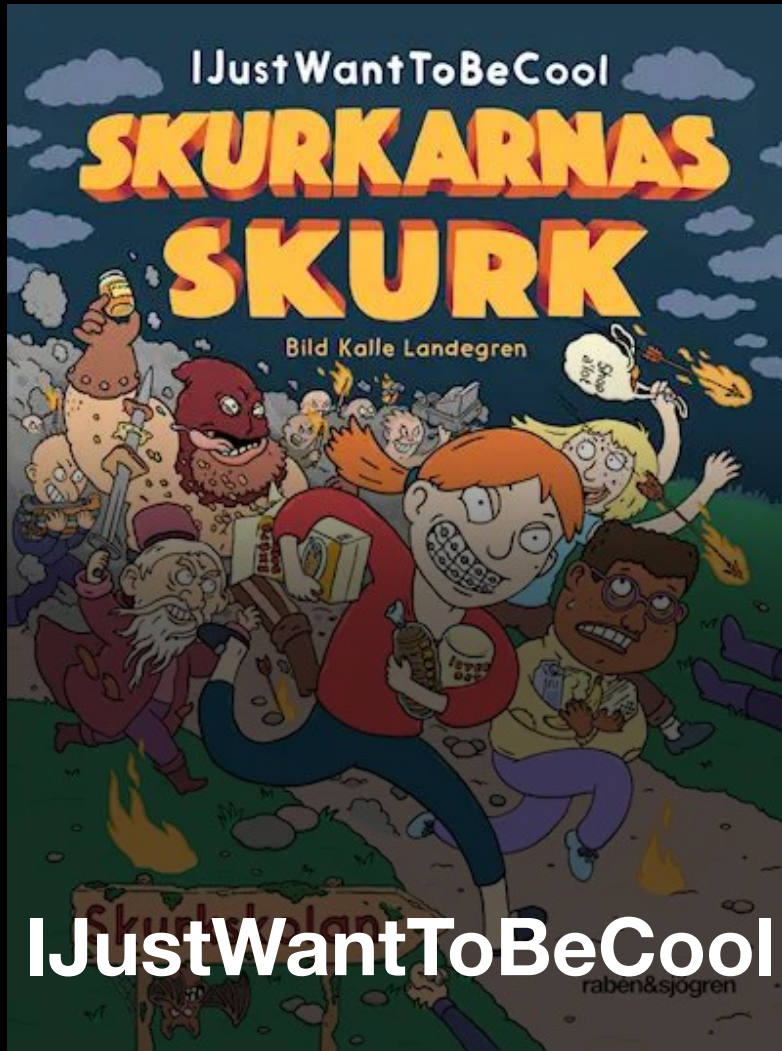
NORSTEDTS
FÖRLAGSGRUPP

people's

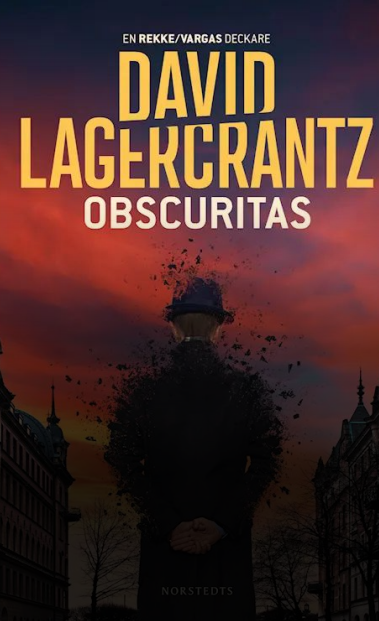
GUMMERUS

LIND & CO

AULA & CO



I Just Want To Be Cool



**David
Lagercrantz**

Storytel Books' Focus

**Attract, Acquire
and Retain the most
attractive talents**

**Achieve Reasonable
Topline Growth and
EBITDA Optimization**

**Realize Synergies
within the Group**

Streaming Strategy

Luis Duran

President, Streaming



15%

**Revenue growth CAGR
through the 2023-2026 period**

Double-digit revenue growth
across all regions
over the 2023-2026 period

+75%

**Revenue growth
from 2022 to 2026**

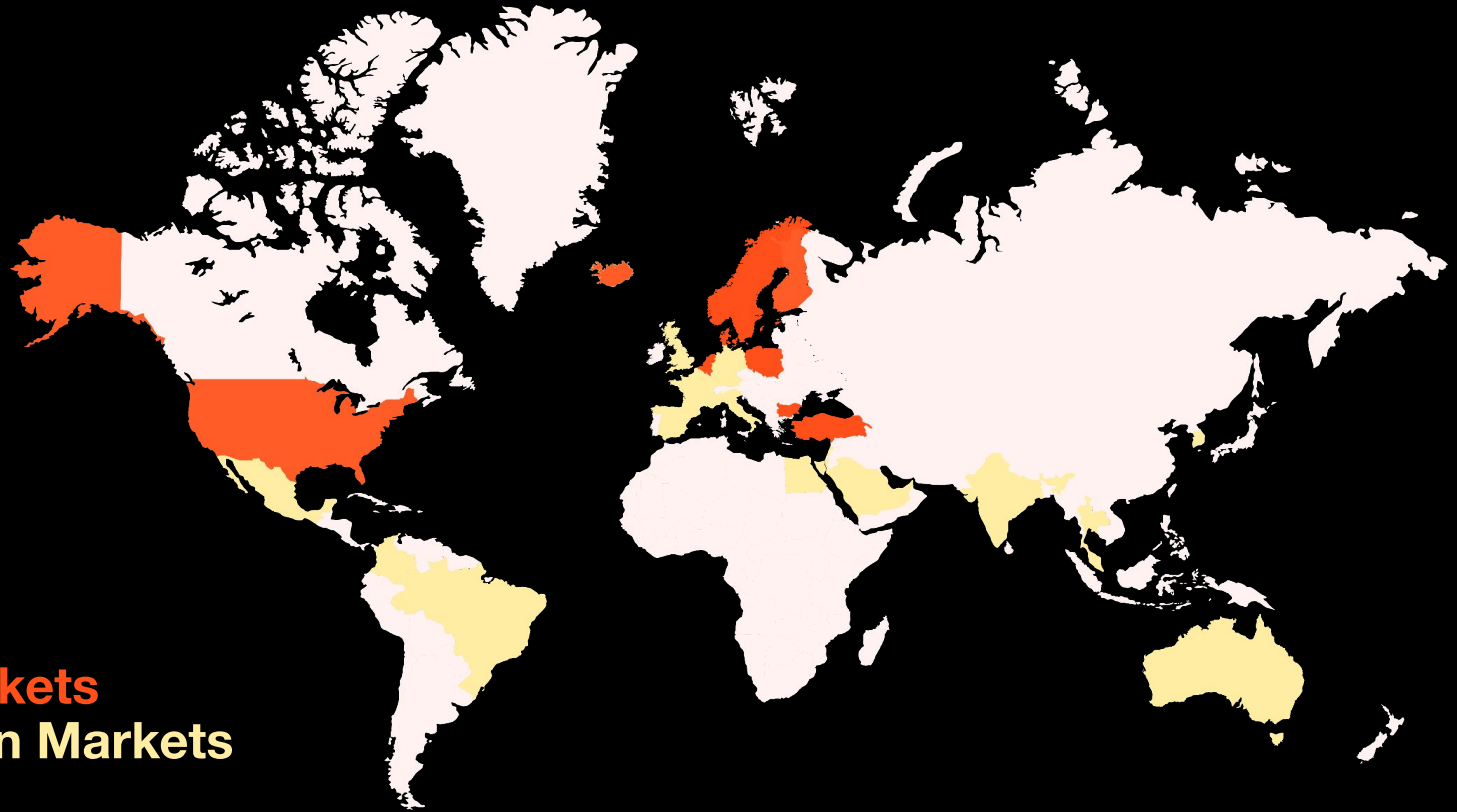
3.2M

**Paid subscribers
by 2026**

Positive EBITDA

across our top 10 markets

Large Geographic Footprint



10 Core Markets

18 Expansion Markets

Access to

> 20m paying audiobook users

Large Geographic Footprint

Core Markets



Clear Expansion Priorities

**Market potential
(Revenue), e.g.**

- Population
- Streaming penetration
- Payments
- Income
- Online SAC
- ...

**3-5 High
Priority
Markets**

Chances of Success, e.g.

- Competitive landscape
- Content synergies with Storytel assets
- Partners
- ...

...And Clear About What's Not a Priority

**Market potential
(Revenue), e.g.**

- Population
- Streaming penetration
- Payments
- Income
- Online SAC
- ...

**Deprioritized
Markets**

Chances of Success, e.g.

- Competitive landscape
- Content synergies with Storytel assets
- Partners
- ...

Complementary Regional Roles

Region's
Role

Profitable Growth

Accelerated
Growth & Scale



Annual Revenue
Growth Ambition
(2022-2026)

10%

20%

30%

Strong Position* Across Core Markets



Regional Ranking

#1

#2

#1

Value Share

~50%

<5%

~40%

**Ranking based on the aggregated share of paid subscribers in each region against other pure play Audiobook competitors;
Value share defined as Share of the Audiobook Streaming Sector*

Differentiated Value Proposition



Content

Experience

Offering

>1.3M

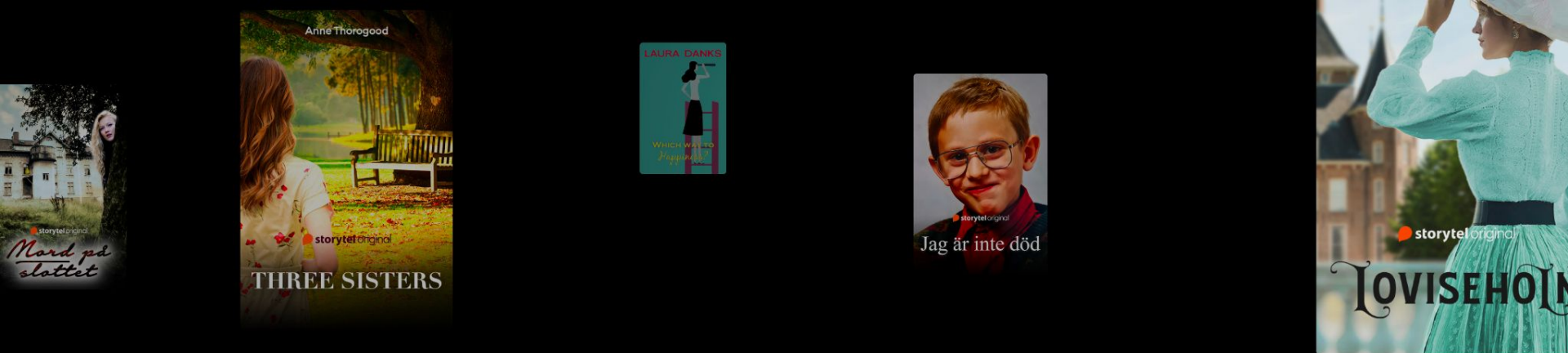
Titles in our Catalogue

Source: Storytel internal data

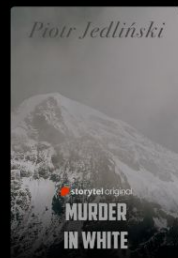
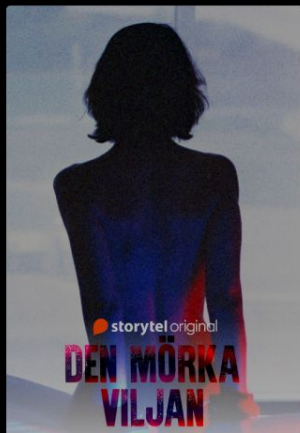
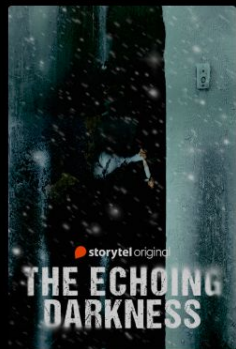
~1,500

Content Partners

Source: Storytel internal data



~300 new Originals in 2023



Source: Storytel internal data

Differentiated **Value Proposition**



The diagram consists of three circles arranged horizontally. The left circle is black with a dashed orange border and contains the word 'Content'. The middle circle is solid yellow and contains the word 'Experience'. The right circle is black with a dashed white border and contains the word 'Offering'. All text is in a bold, sans-serif font.

Content

Experience

Offering

Great User Experience



4.7



4.5

Average of new ratings (Q1 '23)

Source: data.ai, Google Play Store

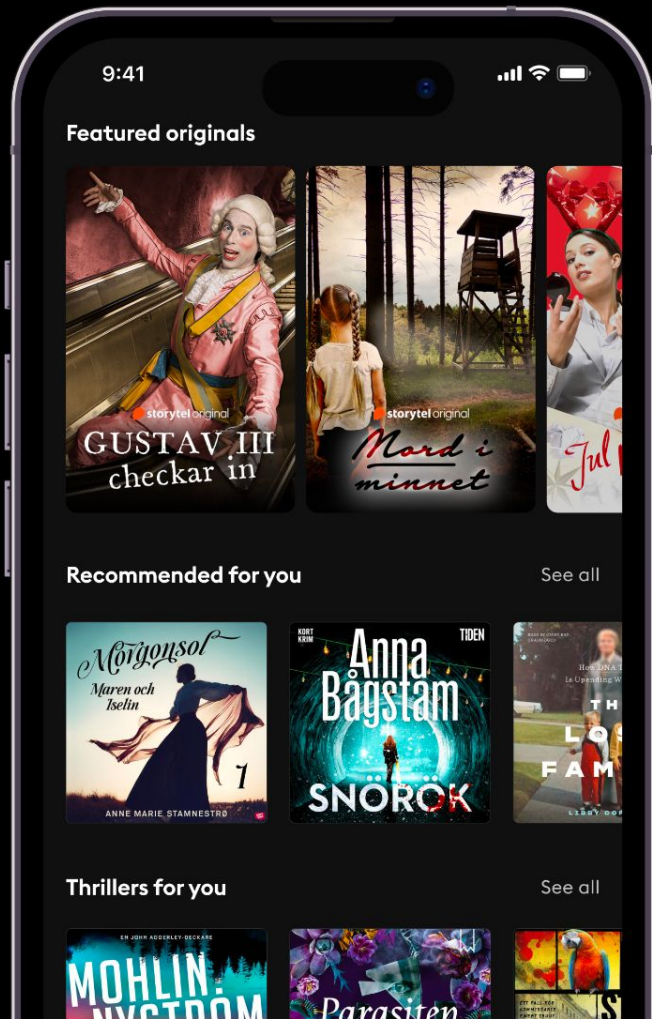
Differentiated Value Proposition



Content

Experience

Offering



An undefeated subscription model

Access to hundreds of thousands of books for one fixed monthly price

OUR RECOMMENDATION

Unlimited

For those who want to listen and read without limits.

229 SEK / month

- ✓ 1 account
- ✓ Unlimited access
- ✓ Cancel anytime

Try 14 days for free

Unlimited Family

For those who want to share stories with family and friends.

from **228 SEK / month**

- ✓ 2-3 accounts
- ✓ Unlimited access
- ✓ Cancel anytime

You + 1 family member
2 accounts

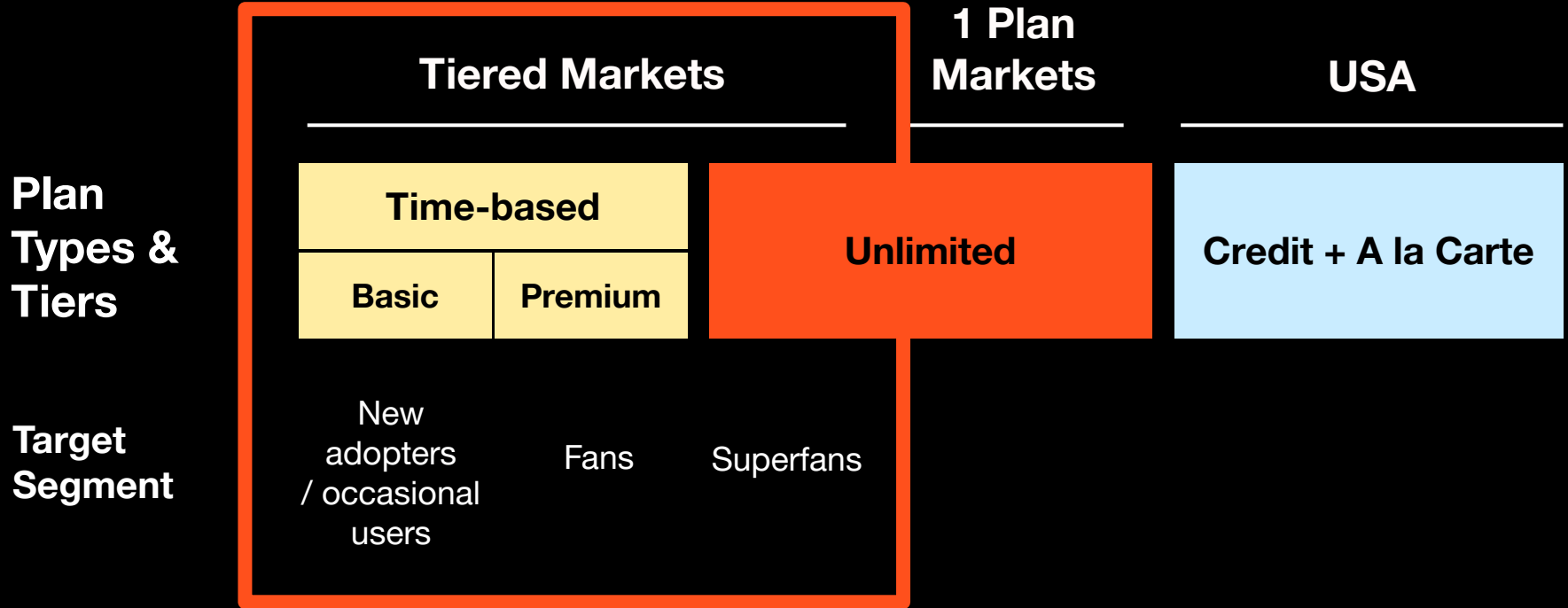


Try 14 days for free

Multiple Subscription Models

	Tiered Markets	1 Plan Markets	USA
Plan Types & Tiers	Time-based		Credit + A la Carte
	Basic	Premium	
		Unlimited	

Customer-Friendly Tiers



Customer-Friendly Tiers

	Tiered Markets		1 Plan Markets		USA
Plan Types & Tiers	Time-based		Unlimited		Credit + A la Carte
	Basic	Premium			
ARPU (SEK)	~100	~130	~205	~110	~200
Gross Margin (Directional)	Very strong	Strong			Very strong

Differentiated Value Proposition



70%

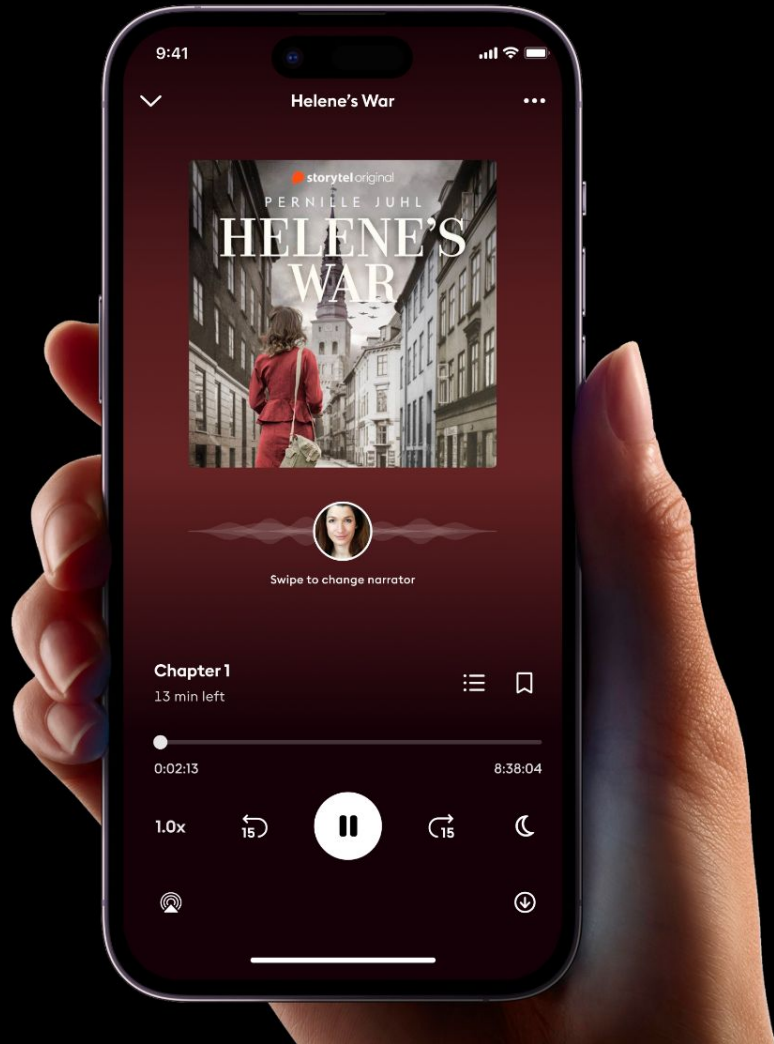
**Of our subscribers use the service
every week**

Source: Storytel internal data

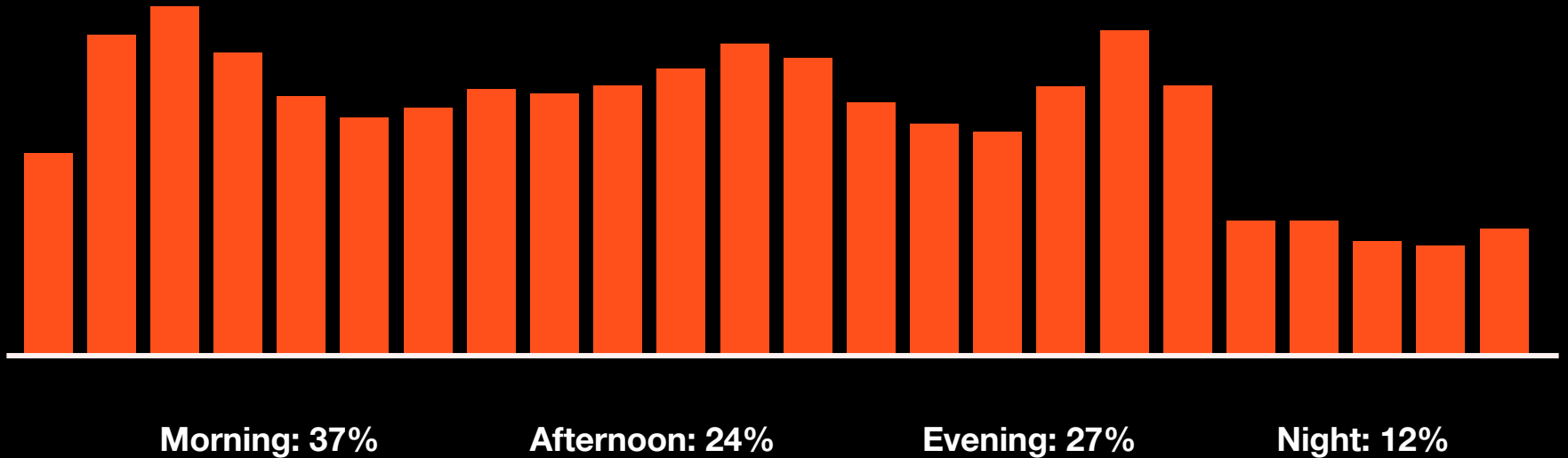
11+ hours

Storytel customer's per week average

Source: Storytel internal data



...And Throughout the Day



Source: Storytel internal data

6%

Blended Churn

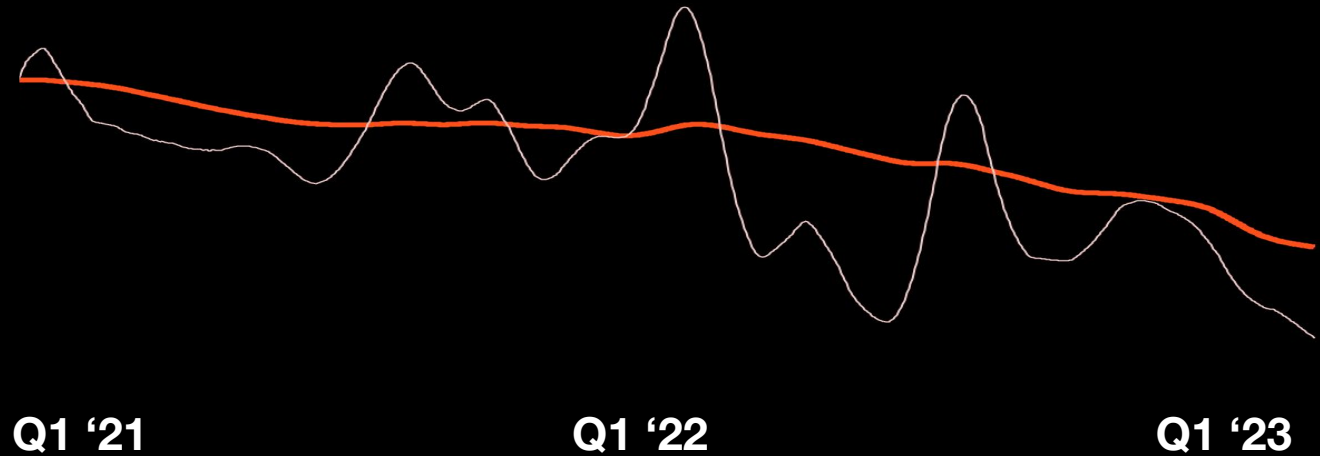
Churn = Percentage of the subscriber base that does not renew at the end of their billing cycle (on a monthly basis)

Source: Storytel internal data

...and Trending **Down**

Monthly
Churn

12 Month
Rolling Churn



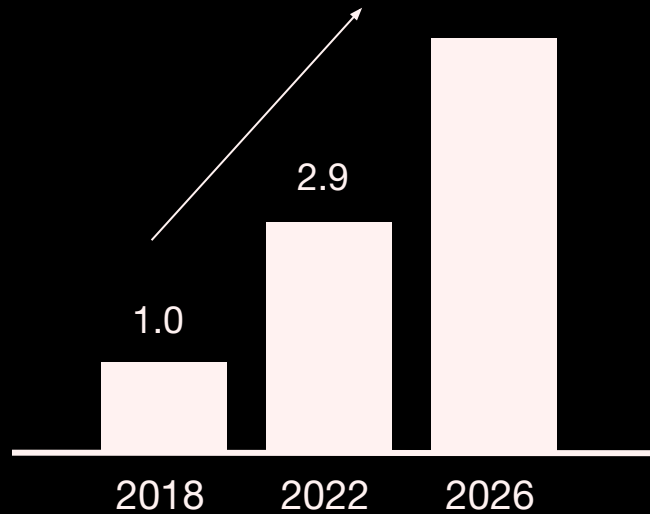
**On average, a new subscriber
stays with us for >25 months...**

Source: Storytel internal data

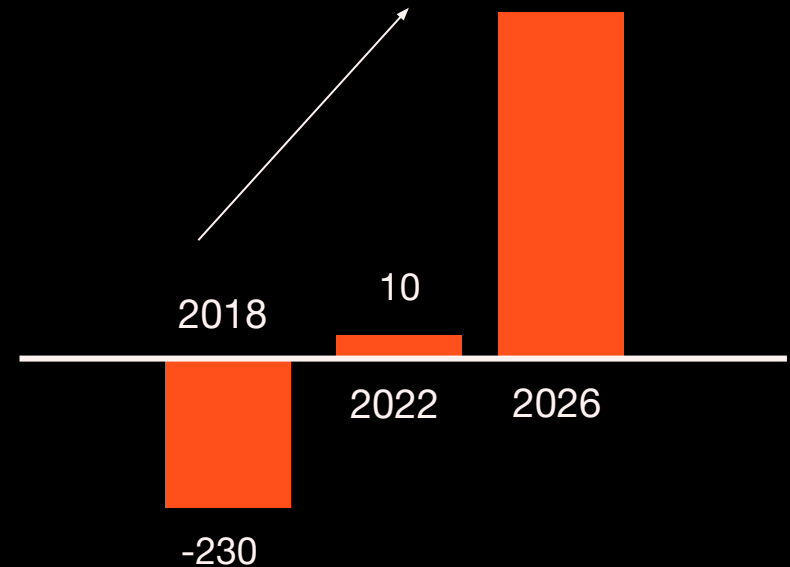
...delivering an average
lifetime revenue of SEK ~3,000

Our Business is on the Right Trajectory

Streaming Revenue (SEK Bn)



Streaming EBITDA (SEK Bn)



Source: Storytel internal data; Revenue Norway is included in the figures @ 100%, EBITDA showing as fully loaded IFRS with Central Costs

...And We Have a Great Team!

**~3 years
average
employment**

**~50%
women**

**~50%
outside of
Sweden**

**40+
nationalities**



max



Google



Schibsted

NETFLIX



Content

Offer a best-in-class and differentiated selection of audio stories

Become the partner of choice for exceptional storytellers

Achieve better content economics

Go-to-market

Become an efficient and highly effective marketing machine

Apply a highly localized commercial model and execution

Provide a user experience that delights storytellers and listeners

Company

Operate both Streaming and Content businesses synergistically

Attract and retain the best team in the industry

Create a data-driven culture of smart risk-taking, efficiency and operational excellence

Embrace and deliver profitable growth

Remain open-minded about strategic opportunities

Content

Offer a best-in-class and differentiated selection of audio stories

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**A User Experience that
Honours Storytellers
and Delights Users**



Johan Ståhle
Chief Product Officer

**A Clear and
Precise Focus on
High-Quality Growth**



Oleg Nesterenko
Chief Marketing Officer

**A Highly Localized
Commercial Model
and Execution**

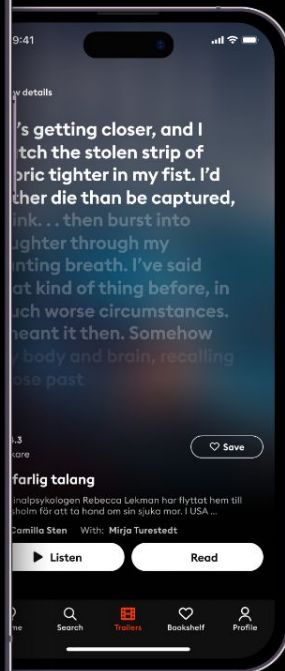
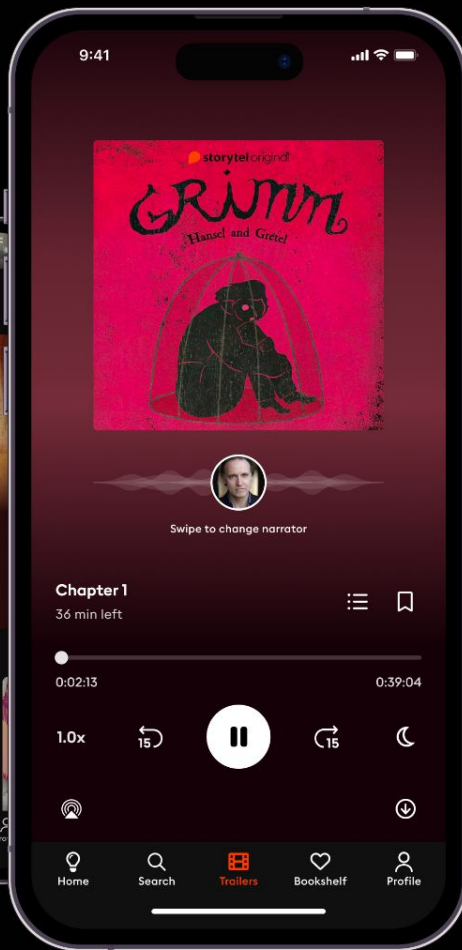


Åse Ericson
GM, Nordics Region

**A User Experience that
Honours Storytellers
and Delights Users**



Johan Ståhle
Chief Product Officer



Our Product strategy is Built on Four Pillars

**Bring all the
best audio
stories under
one roof**

**Easy access for
new customers**

Always in a story

**Deliver
exceptional
value for money**

MØRKELAND



Short-format audio stories

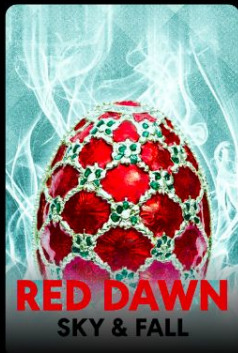
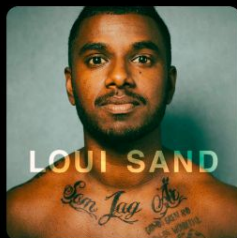


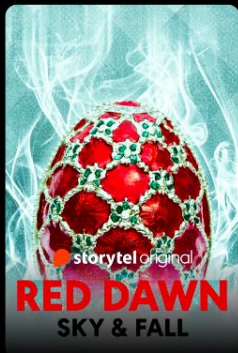
DANMARKS FARLIGSTE FANGE

1

129643
Fra Ohrid til Snekkersten







storytel

storytel original

Story Side

NORSTEDTS
FÖRLAGSGRUPP

LIND & CO

AULA & CO

GUMMERUS

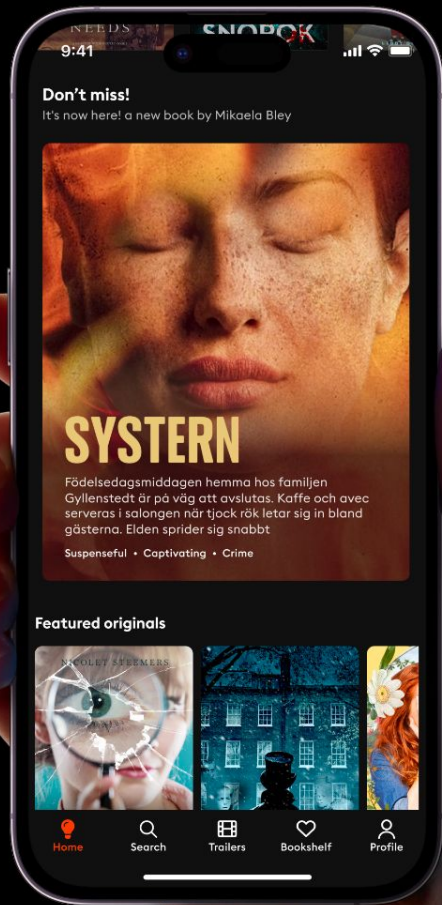
people's



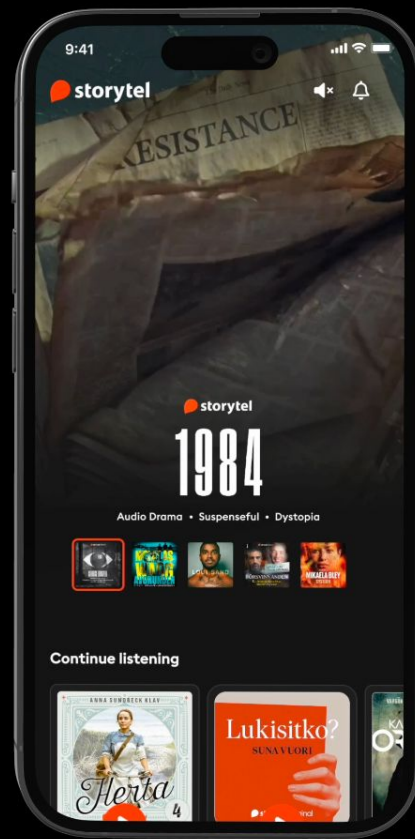
Immersive formats

2x

engagement



Immersive and Personalized discovery



Recommended originals for you



storytel original
BLACK DOLPHIN



Cecilia Östby
storytel original
BORTA IMORSON

Trending titles



Det sista han sa
Laura Dove



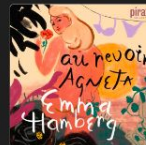
Dollar
Lee Child



Lyckan inom dig
Tina Turner



Atlas
Harry Whittaker



Au revoir Agneta
Emma Hamberg



Sedlighetsbyrån
Christina Wahldén



Ingen ond man
Leif Appelgren



Röste
Johanna

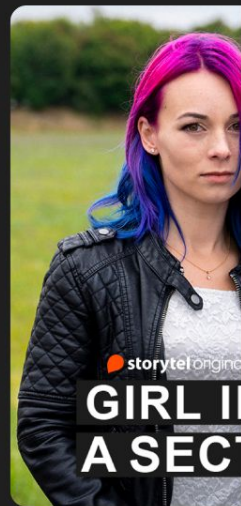
75%

personalized recommendations

Your weekly picks



storytel original
AKADEMIN

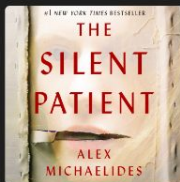


storytel original
GIRL IN A SECRET

Because you liked Gone Girl



The Girl on the Train
Paula Hawkins



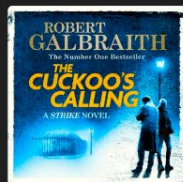
The Silent Patient
Alex Michaelides



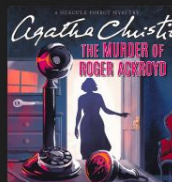
Big Little Lies
Liane Moriarty



Rebecca
Daphne du Maurier

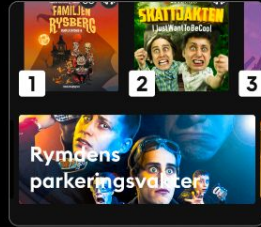


The Cuckoo's Calling
Robert Galbraith (J.K. Rowling)



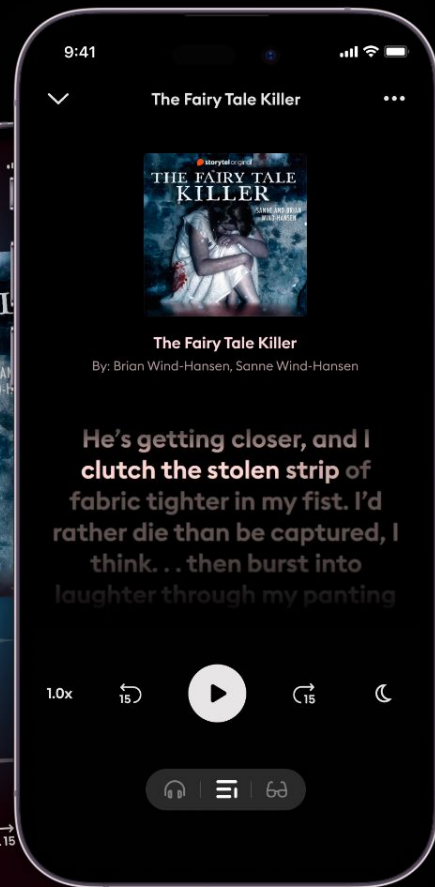
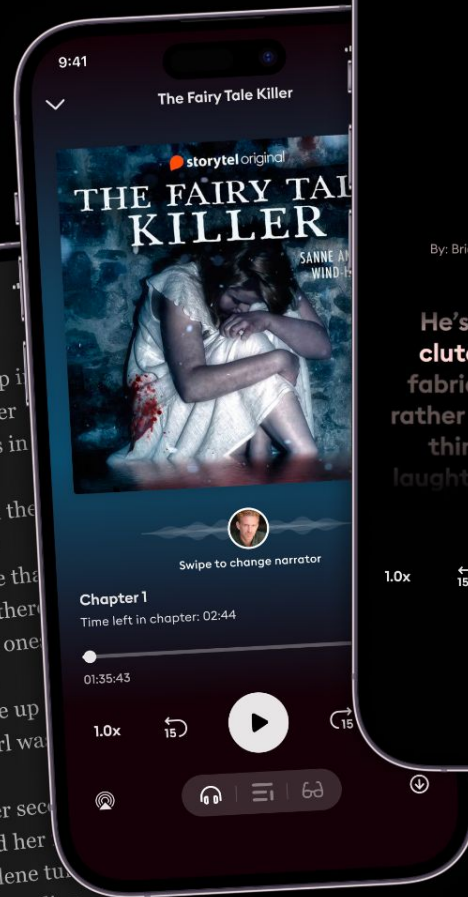
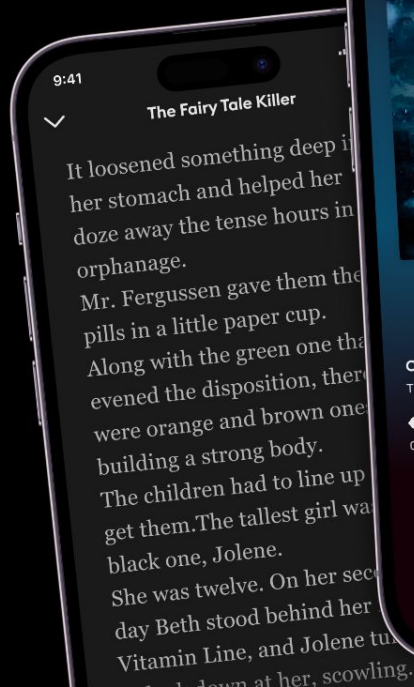
The Murder of Roger Ackroyd
Agatha Christie

Creating lasting behaviours by making every moment a Storytel moment



Listen, read, or both

Follow along while you listen



The future of voice

Storytel is taking a leading
position in AI narration



voice switcher

by  storytel



Henry · AI narrator



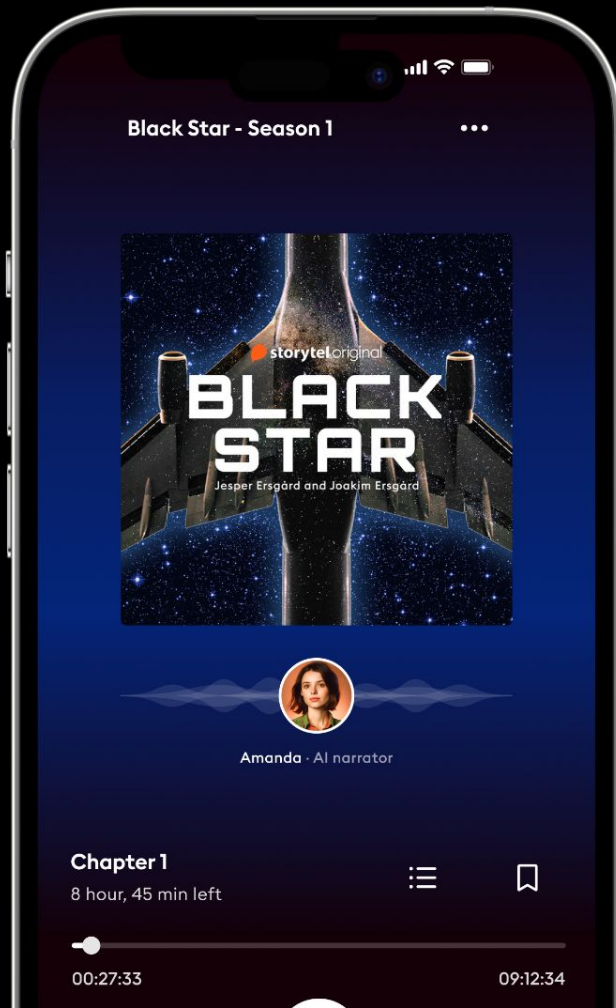
Amanda · AI narrator



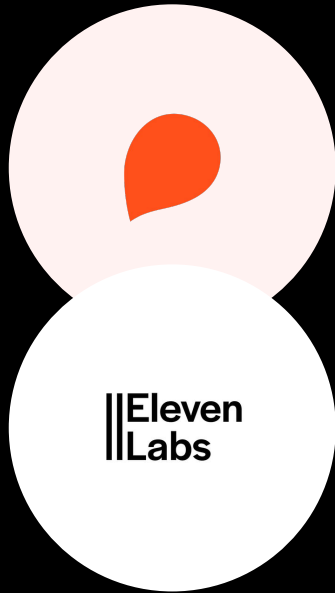
Daniel · AI narrator



Sara · AI narrator



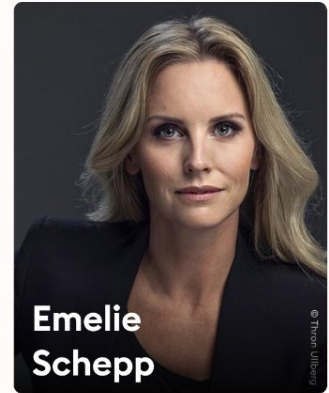
Storytel has entered a strategic partnership with leading AI speech software provider Eleven Labs



- AI narration will be an embedded part of our regular audio production process
- Partnership to exclusively develop synthetic voices in Swedish and Danish
- Up to 95% cost savings compared to regular audiobook productions
- Offering users freedom of choice

Se alla böcker

Älskade författare och uppläsare



Njut av riktigt bra stories från bästsäljande författare och hyllade uppläsare.

Se alla författare

Se alla uppläsare

6 BSEK
shared with creators
since inception

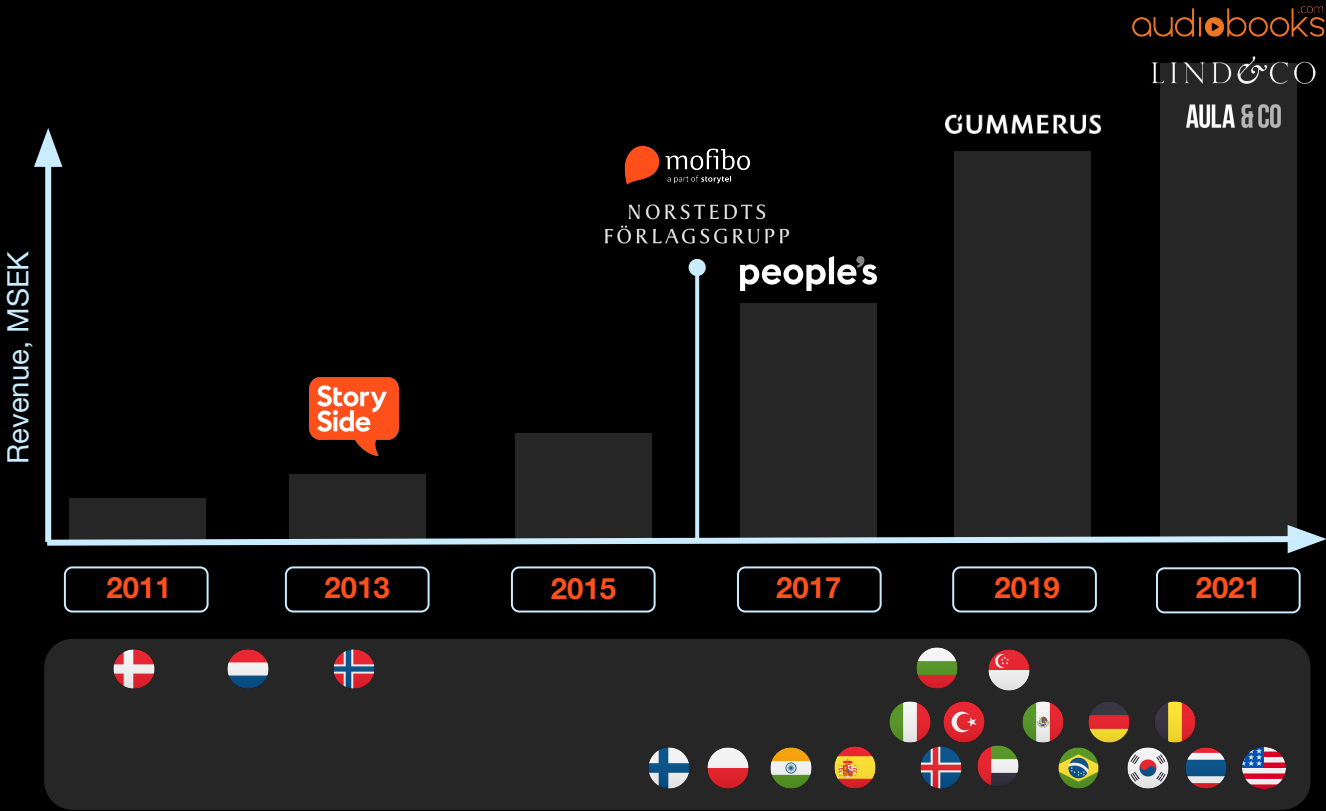
Source: Storytel internal data

**A Clear and
Precise Focus on
High-Quality Growth**

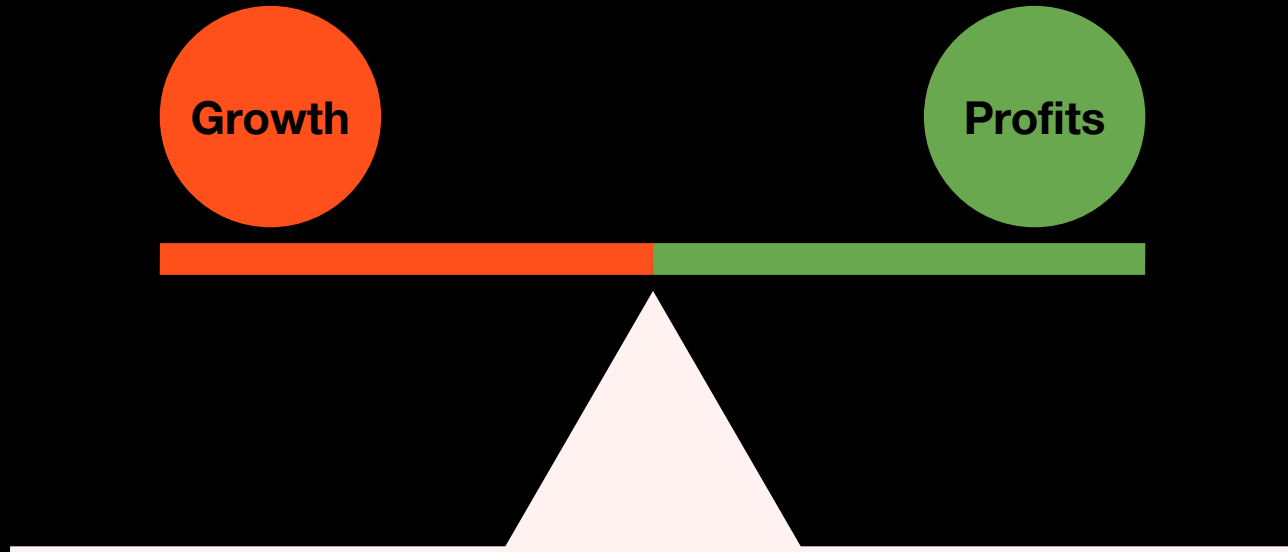


Oleg Nesterenko
Chief Marketing Officer

We Love Growth



Balancing Growth & Profits



Profitable Growth

**Increase
Marketing
Efficiency**

=

**High Quality
Subscriber
Growth**

**High
Quality
Growth**

 Invest where we get the **highest return**

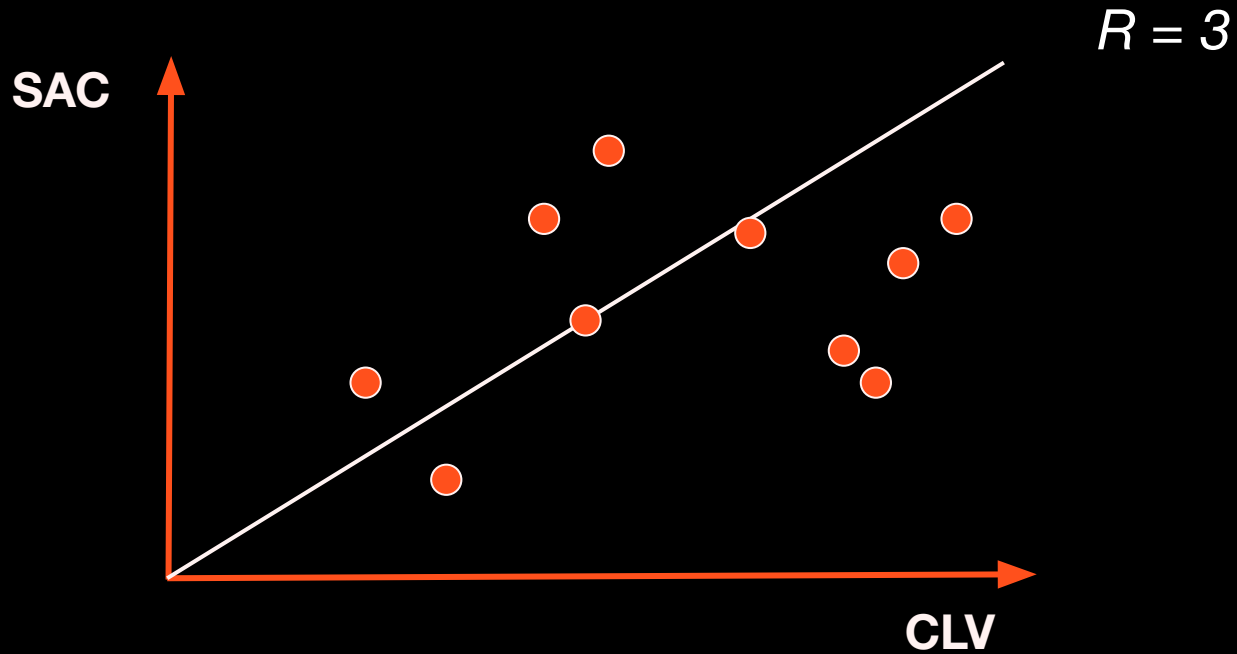
$$\frac{\text{CLV}}{\text{SAC}} = 3.1$$

CLV = Customer Lifetime Value (measured as the contribution margin generated by our subscribers during their lifetime)

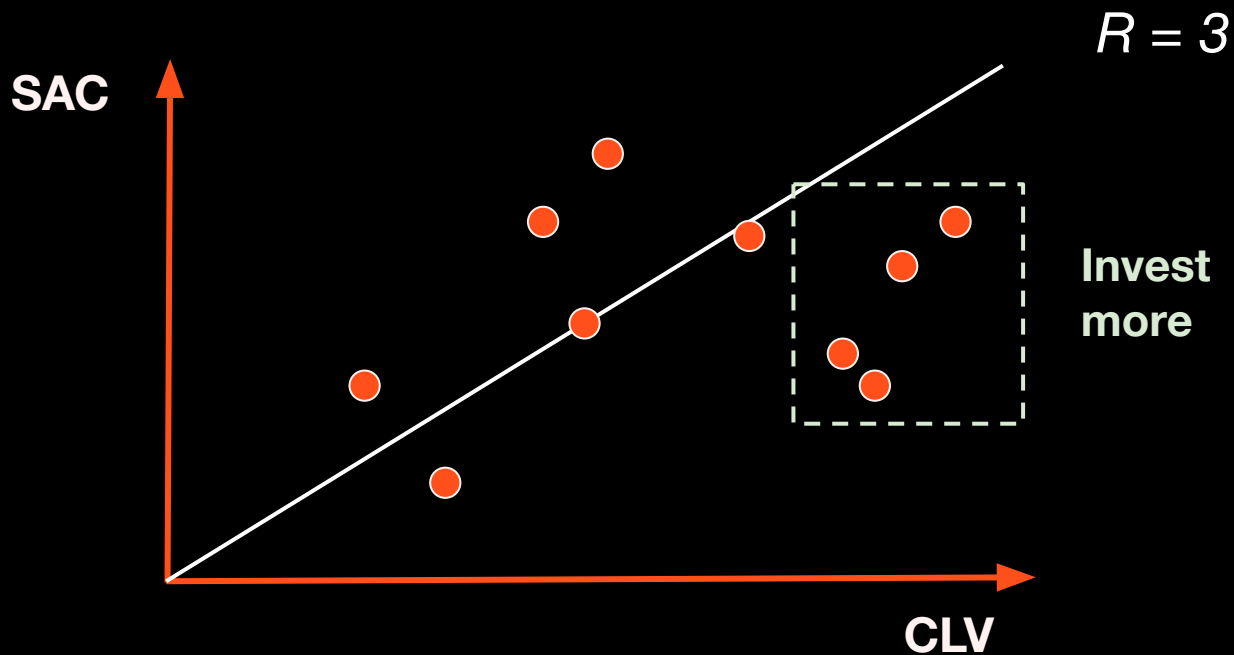
SAC = Subscriber acquisition cost (blended)

Source: Storytel internal data

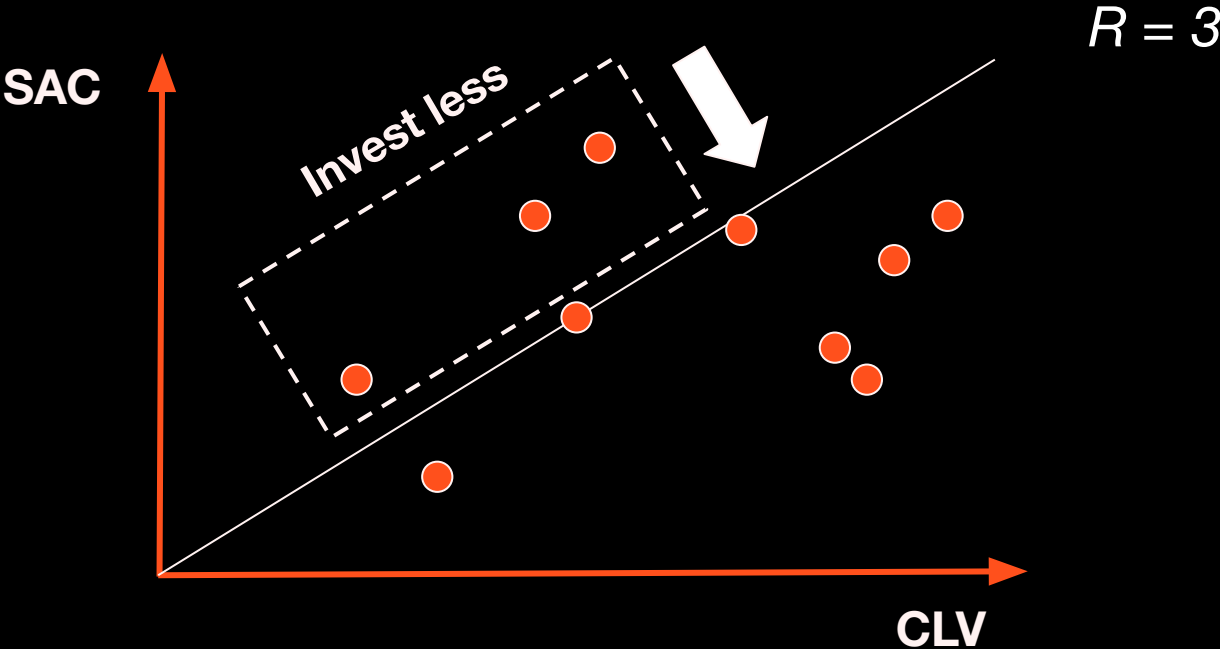
Different Markets, Different Returns



Doubling Down in High-Return Markets



Slowing Down in Low-Return Markets



Potential Upside as we Reallocate Resources

$$\frac{\text{CLV}}{\text{SAC}} = \uparrow$$

CLV = Customer Lifetime Value (measured as the contribution margin generated by our subscribers during their lifetime)

SAC = Subscriber acquisition cost (blended)

Source: Storytel internal data

High Quality Growth

- ✓ Invest where we get the **highest return**
- Go after & retain **profitable subscribers**

Aggressive Promotional Activity...

**Rest of year
for 399
DKK. (May)**

**90 days
for 0 EUR**

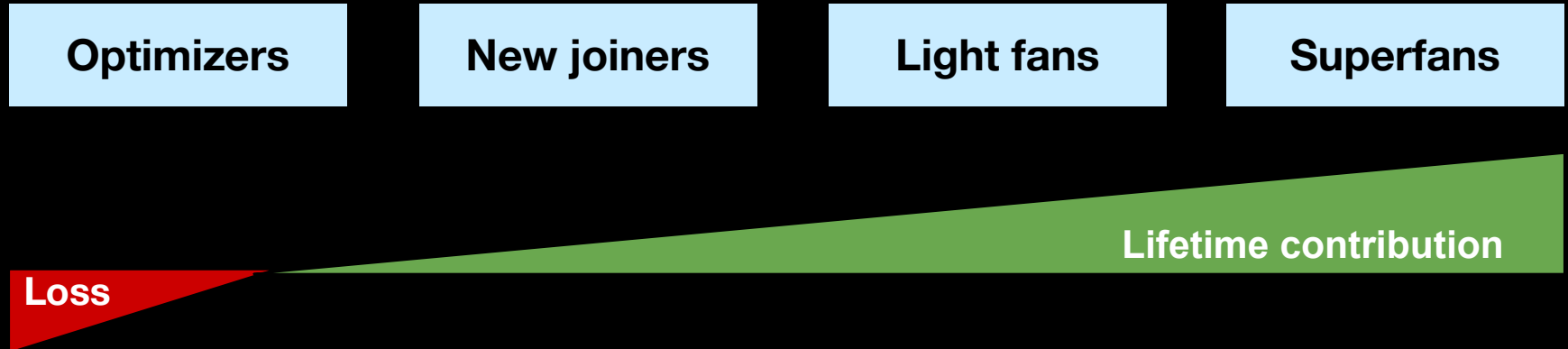
**Try for free
for 10 weeks**

**Spin the
wheel and get
up to 50% off
for a year**

**6 months
for 0 DKK**

**Only 9 SEK/
month for 2
months**

...Leading to Loss-Making Subscribers



Loss

Lifetime contribution

I.e. margin does not recover acquisition cost

Starting to use the service, with reasonable consumption

Occasional listeners

Brand ambassadors with high lifetime

Need to Minimize Low-Quality Intake

Optimizers

New joiners

Light fans

Superfans

Loss

I.e. margin does
not recover
acquisition cost

Substantial Upside in Reach

Optimizers

New joiners

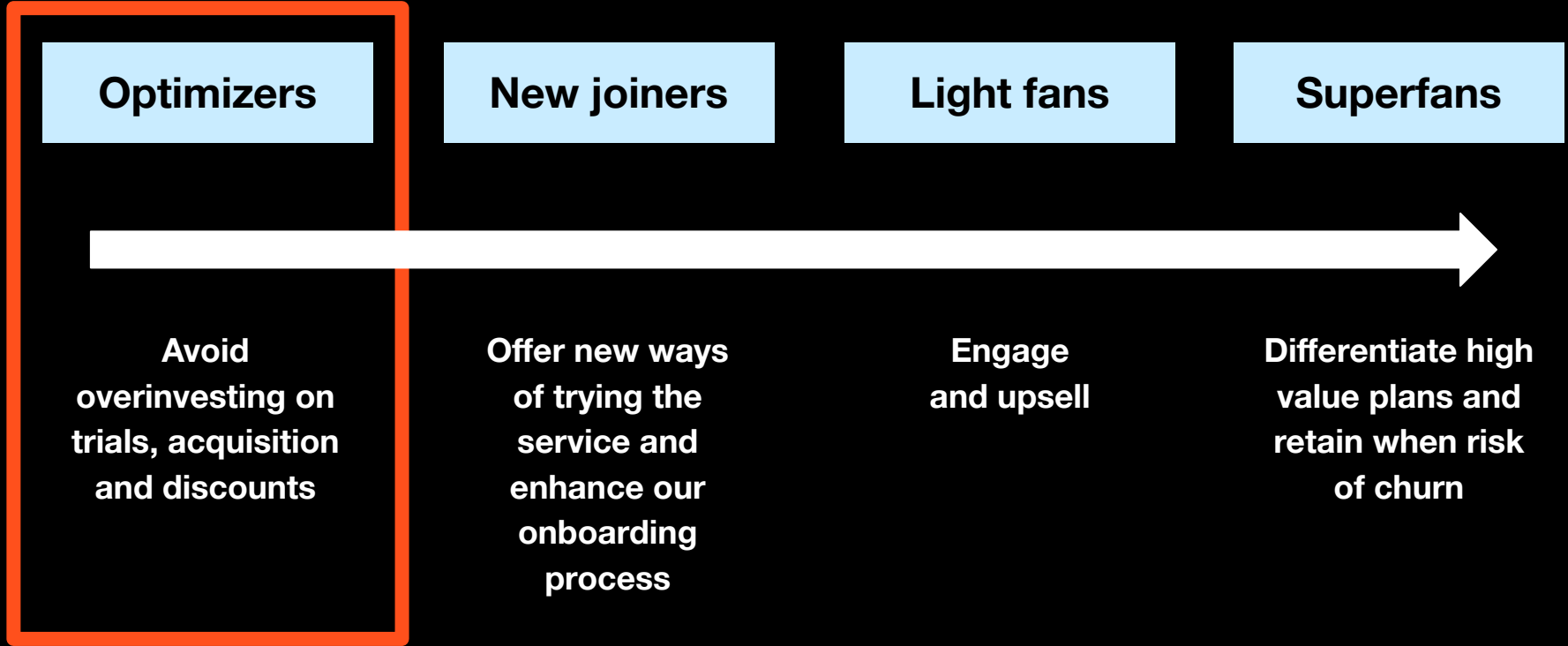
Light fans

Superfans

Loss

Negative impact
on our EBITDA

Managing Value



High Quality Growth

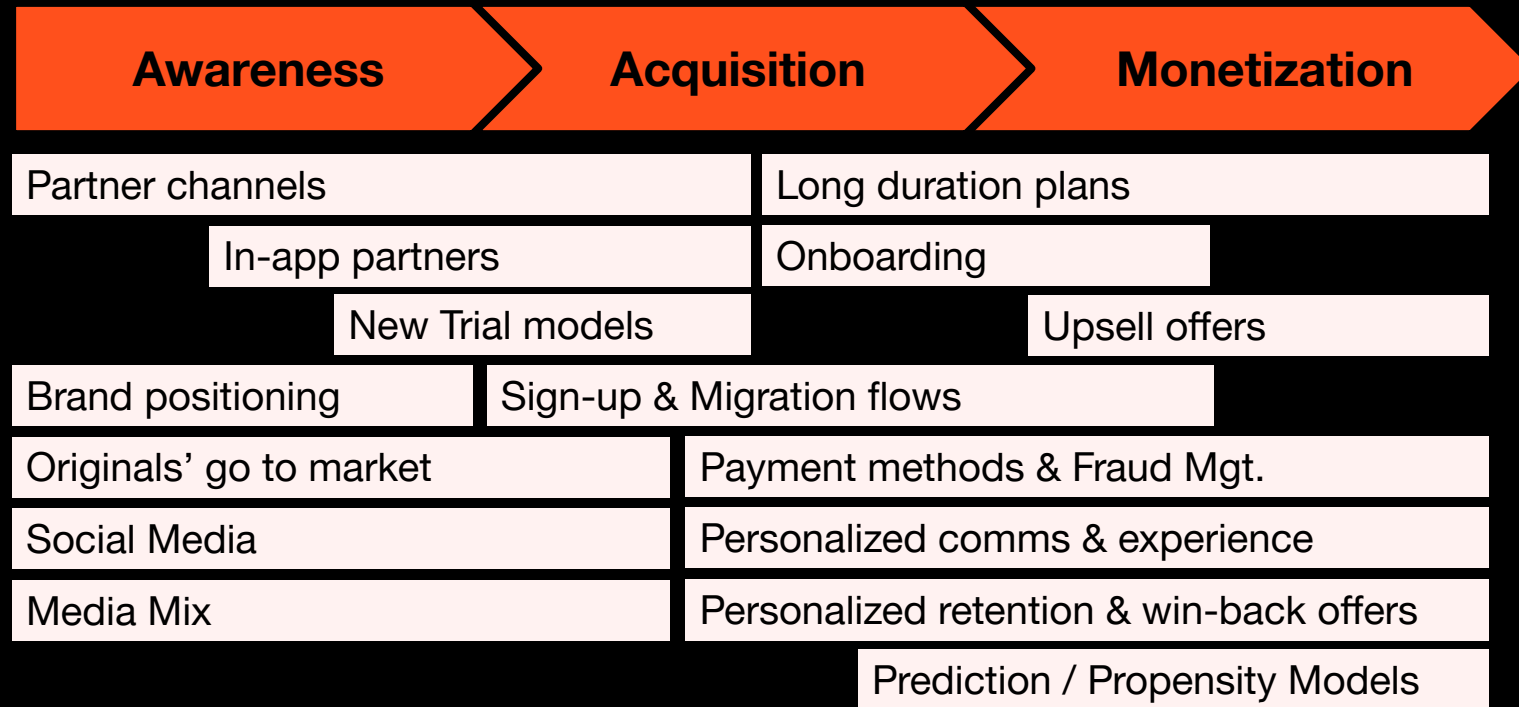
- ✓ Invest where we get the **highest return**
- ✓ Go after & retain **profitable subscribers**
- Continuously enhance our **marketing funnel**

Focus on Optimizing our Funnel

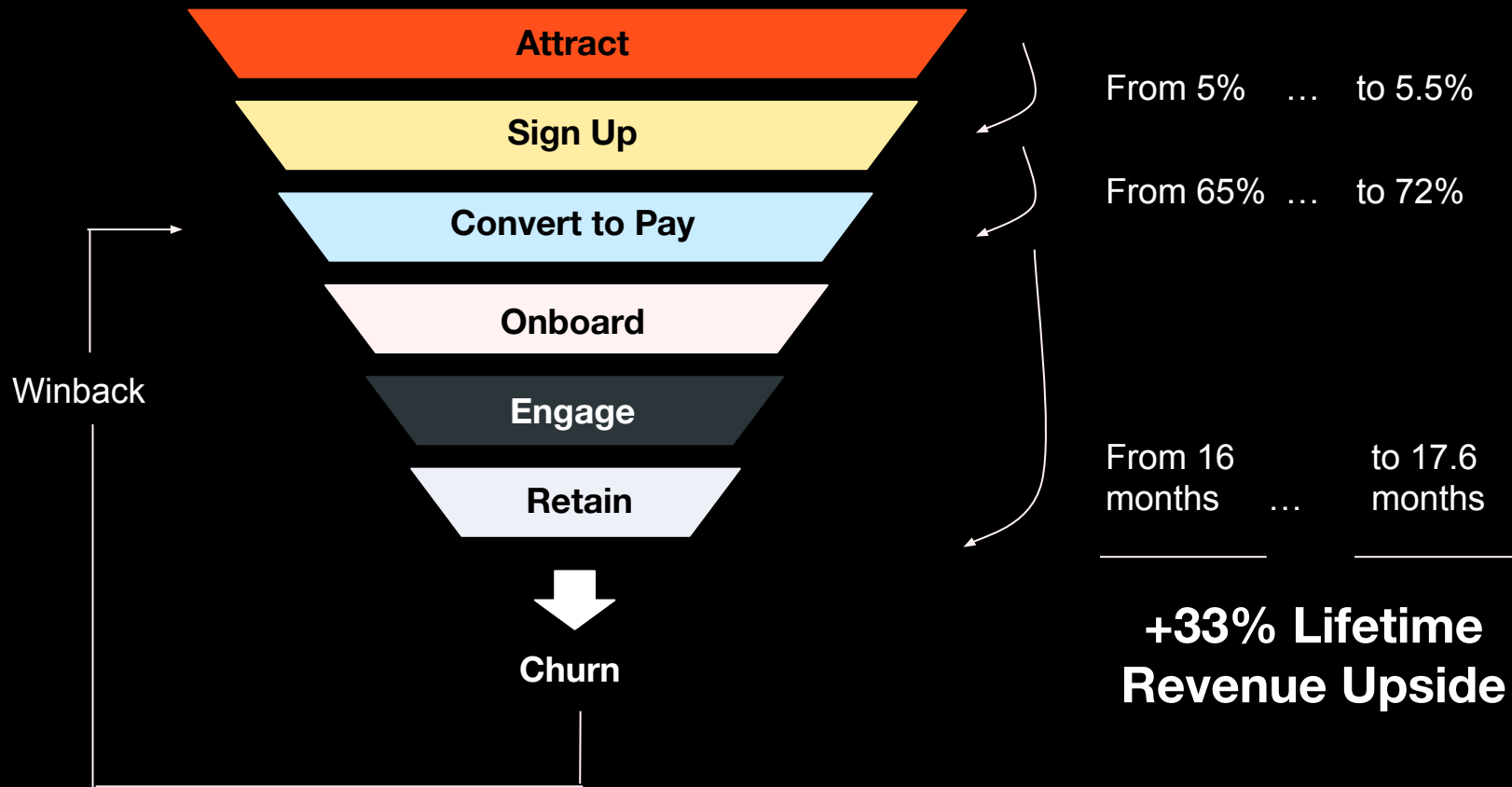


Attract > Sign up for a trial > Convert to a paid subscription > Upgrade > Retain

Many Levers, Lots of Opportunity



10% Gain on Each Step Yields 33% Lift in Customer Lifetime



**Expand our
Data & Insights
Practice**

**To be announced
SVP Data & Insights**

**Strengthen our
Distribution through
Partnerships**



**Ana Julia Ghirello
GM, Expansion Markets
& Head of Partnerships**

Focus on New Partnerships



A1 Partnership in Bulgaria
Decreasing SAC by 25%

Source: Storytel internal data

Embracing In-App Subscription

**% of
Total
Traffic**



55%



43%



+10% on acquisition
after enabling **Google**
as in-app subscription

**A Highly Localized
Commercial Model
and Execution**



Åse Ericson
GM, Nordic Region



Åse Ericson
GM, Nordic Region



Ian Small
GM, US



Claus Wamsler-Nielsen
GM, Growth Region



Ana Julia Ghirello
GM, Expansion Markets
& Head of Partnerships

	Nordics	USA	Growth	Expansion
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**Audiobook
Penetration
/ Population**

~10%

~3%

~1%

<1%

**Number of
Players with
>5% Share***

4-6

2-3

2-4

2-4

**GDP / Capita
(USD)**

55-90k

70k

10-60k

5-50k

*Defined as Share of the Audiobook Sector

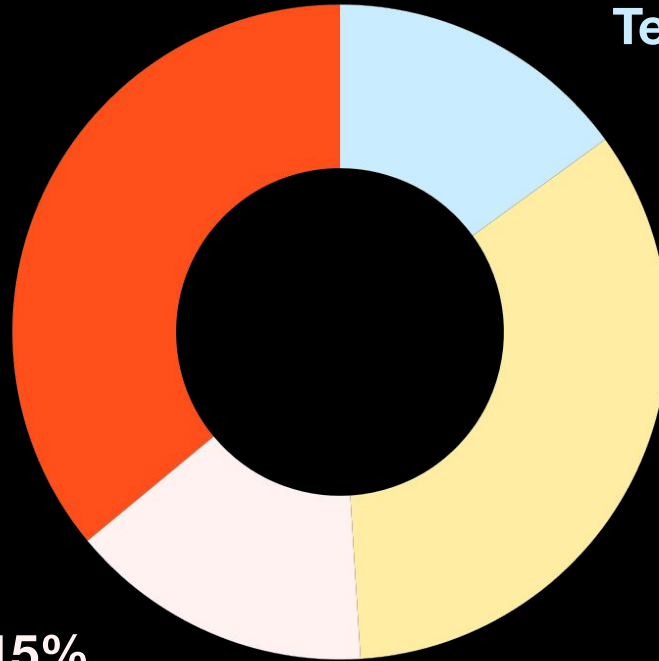
Source: Storytel internal data and analysis, The World Bank



Time Spent on Media

Sweden

**Audio Media:
36%**

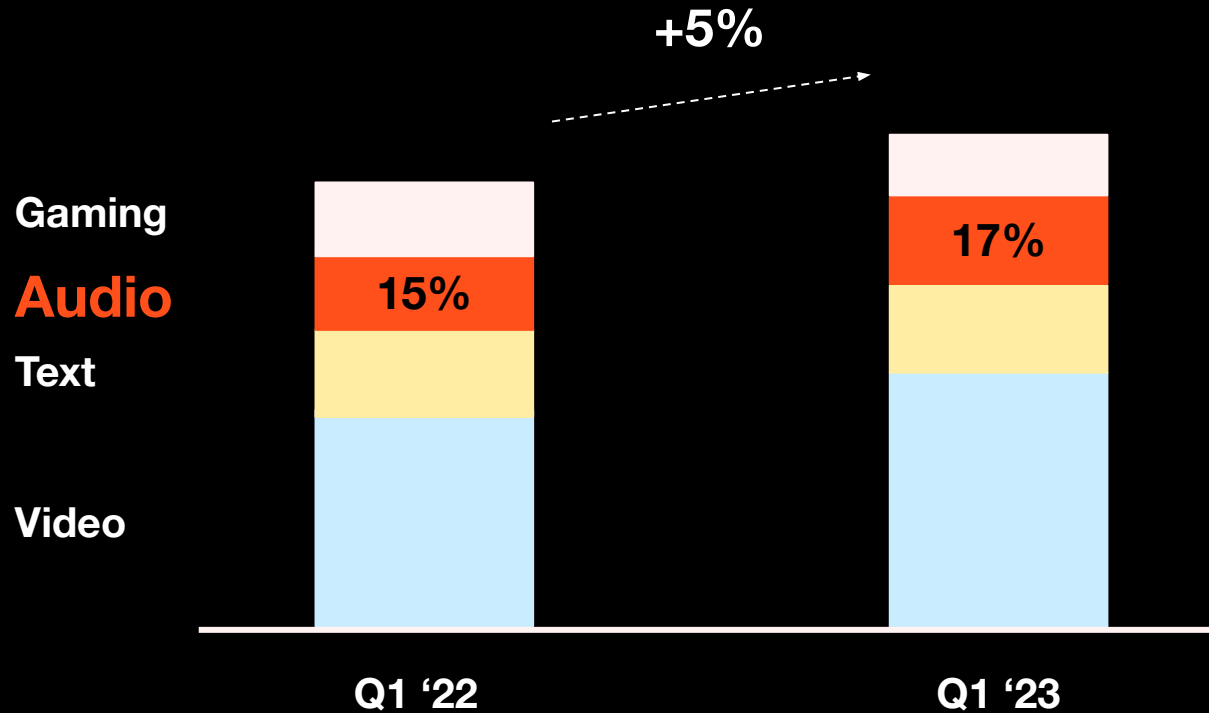


Text Media: 15%

Visual Media: 34%

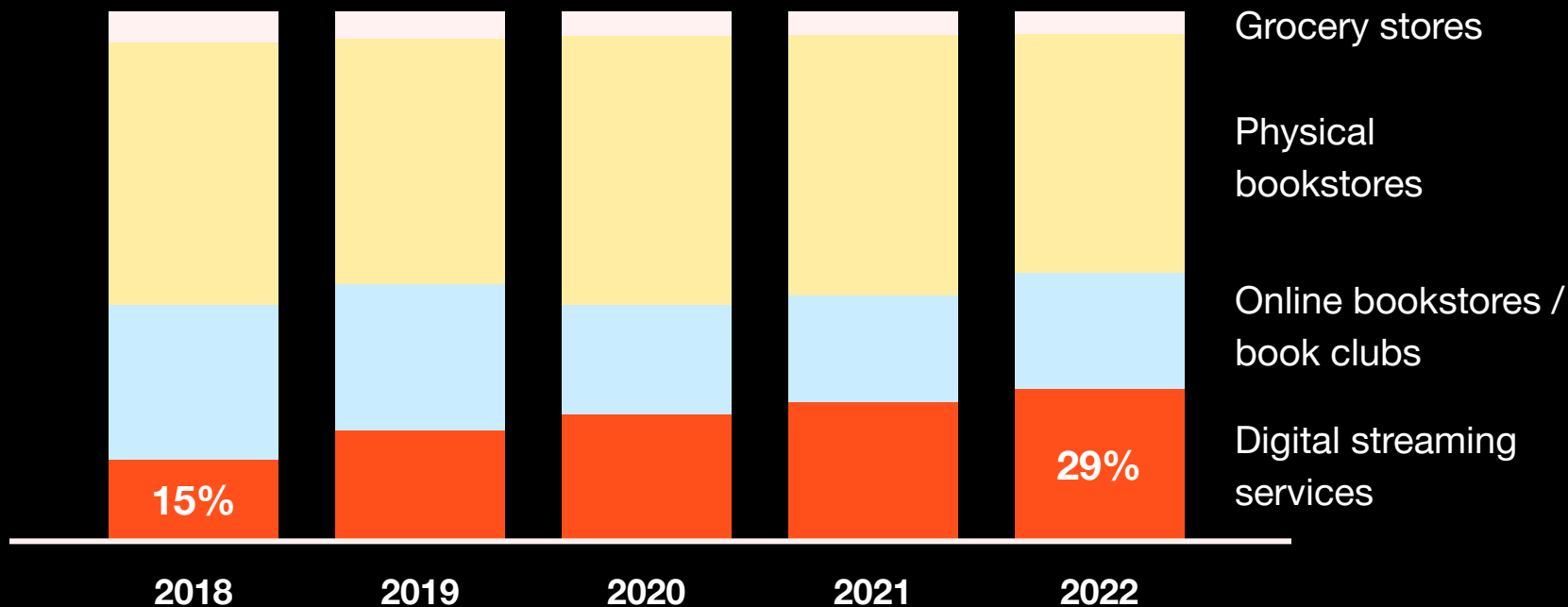
Social Media: 15%

Money Spent on Media Sweden



Publishing Sales Channel Mix

Sweden



Source: The Swedish Publishers Association

Regional / Local Priorities

Nordics

**Content
Differentiation**

**Brand
Positioning**

US

**Synergies &
Optimization**

**Export our
Credit Model**

Growth

**Penetration
Growth**

**Storyside
Productions**

Expansion

**Experimentation
/ Growth Hacking**

**Strategic
Partnerships**

Regional / Local Priorities

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/ Growth Hacking**

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Partnerships**

Great User Experience

High Marketing Efficiency

Potential M&A

Takeaways



We have ambitious goals but our starting point is solid



We will continue to build a user experience that honours storytellers and delights users



A clear commitment towards efficiency through high-quality growth



A highly localized commercial model and execution

Closing Remarks

Johannes Larcher

CEO, Storytel Group



2023 Priorities

**Best-in-class
Content at
improved
economics**

**Become an
efficient and highly
effective Marketing
machine**

**Apply Prioritized
and Localized
Approach to
Geographic
Footprint**

**Create An
Organization and
Culture fit for our
Mission**

Step by step progress on operational execution and efficiency

Outlook 2023 and Mid-term Financial Targets

Outlook 2023

Revenue	Organic streaming revenue growth in line with previous year
Profitability	Full Year EBITDA margin better than previous year
Operational Cash flow	Break-even operational cash flow

Mid-term financial targets

Revenue	Annual organic streaming growth 15 percent	Over 5,000 MSEK in Group revenue 2026
EBITDA Margin	At least 12 percent in 2026	Long-term >15 percent
CAPEX/ Operational Cash flow	~5% of Revenue	Positive and significant increase in Operational Cash Flow from 2023

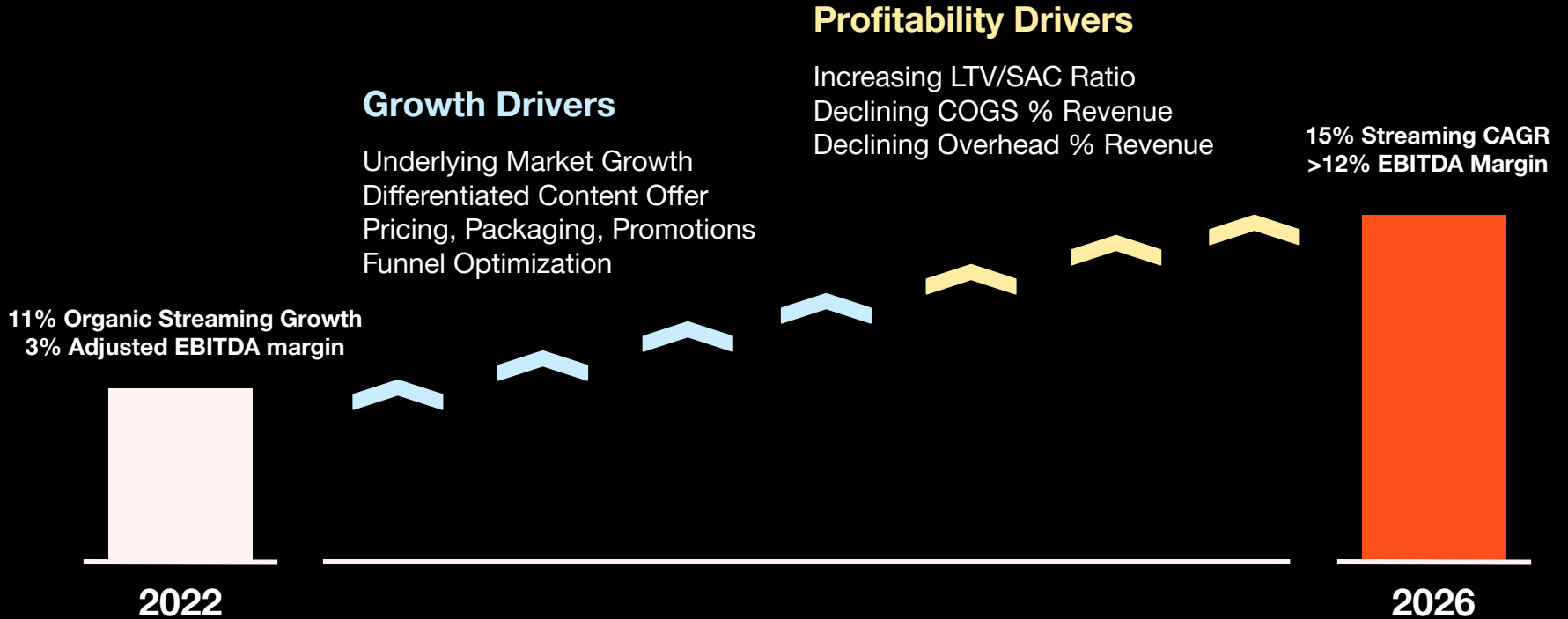
Ambitious

Attainable

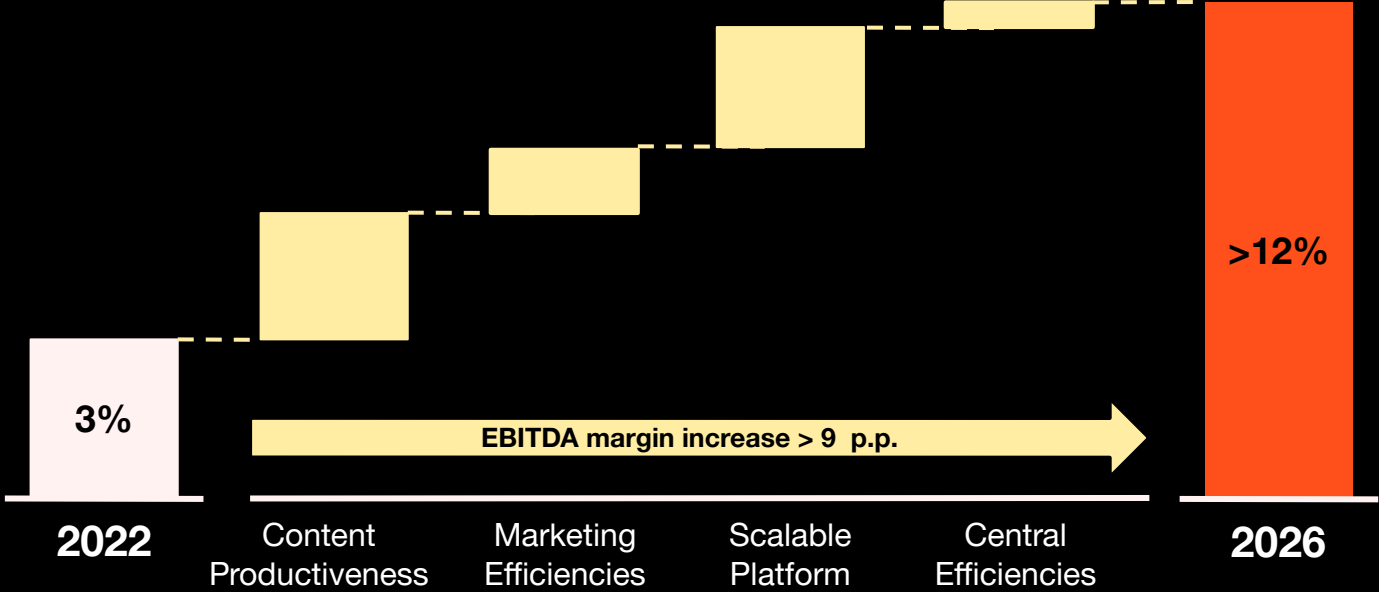
Organic only

Committed

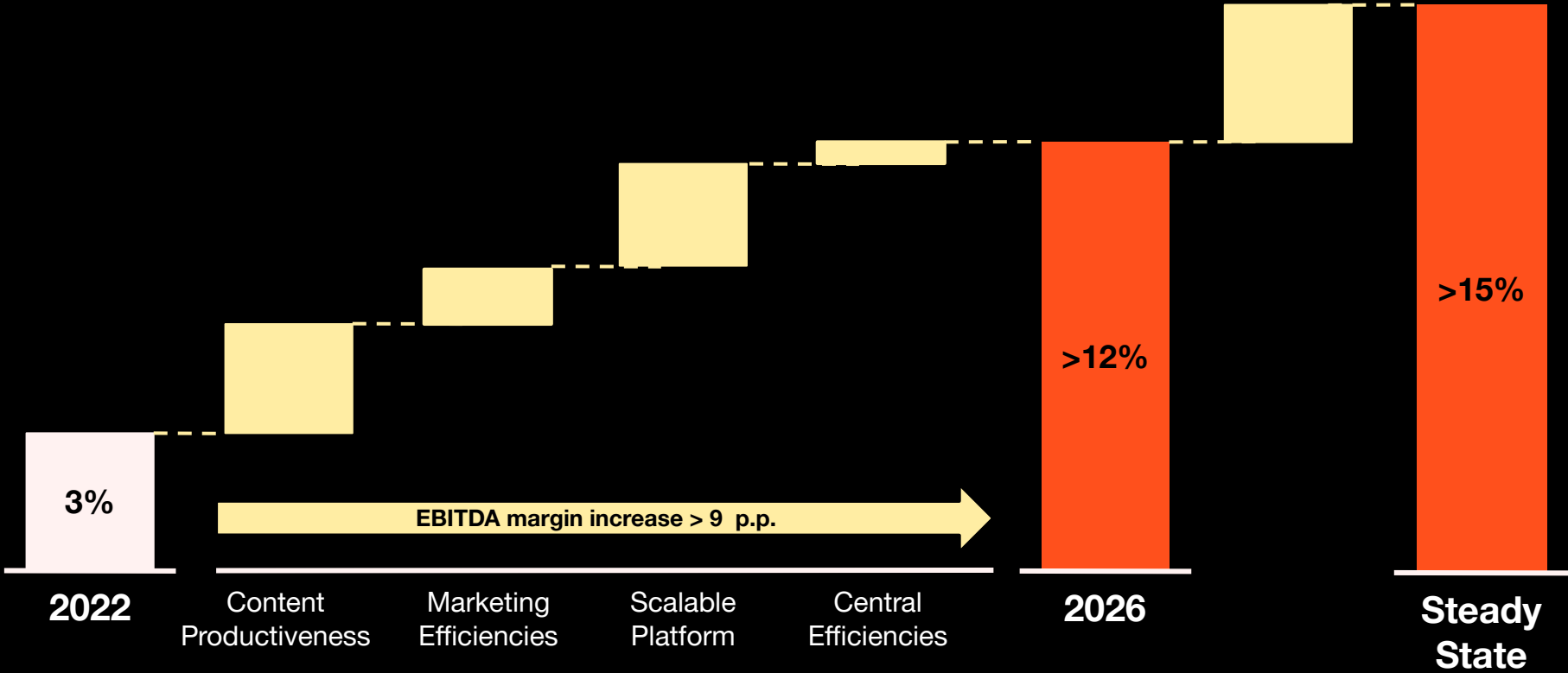
Key Drivers for Sustainable Profitable Growth



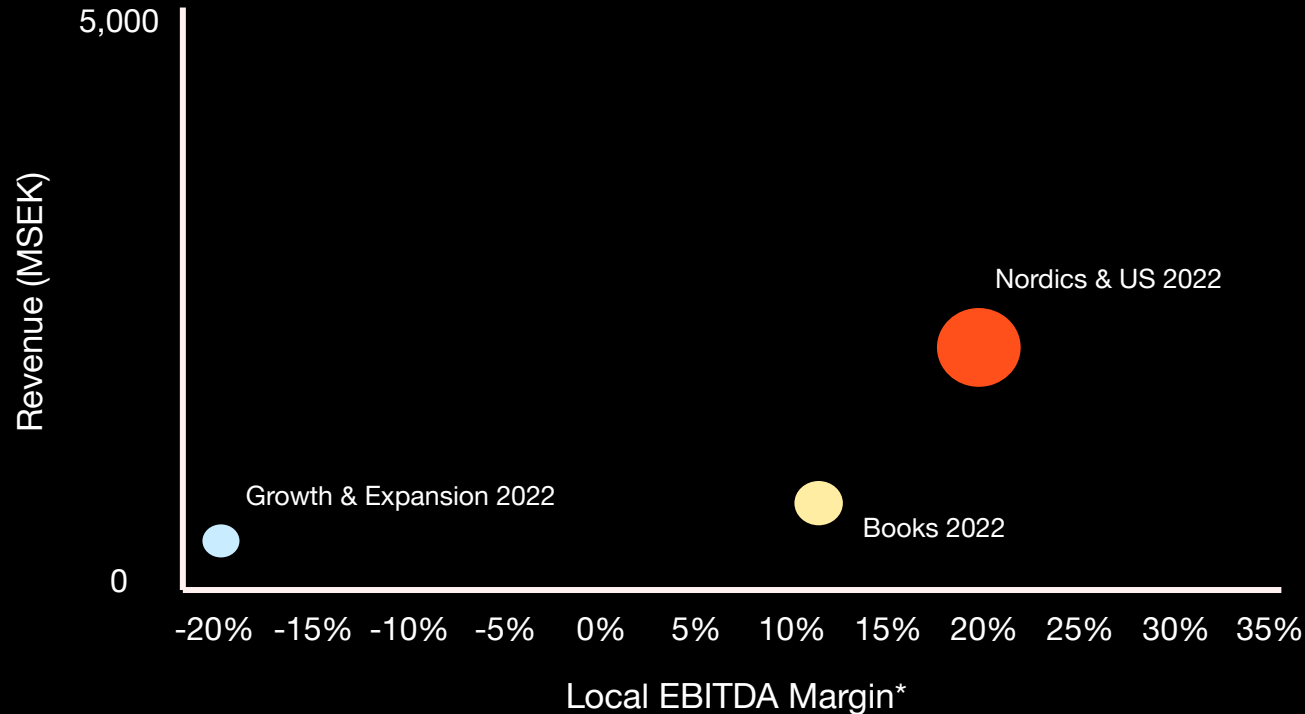
The Path to Double Digit EBITDA Margin



The Path to Double Digit EBITDA Margin

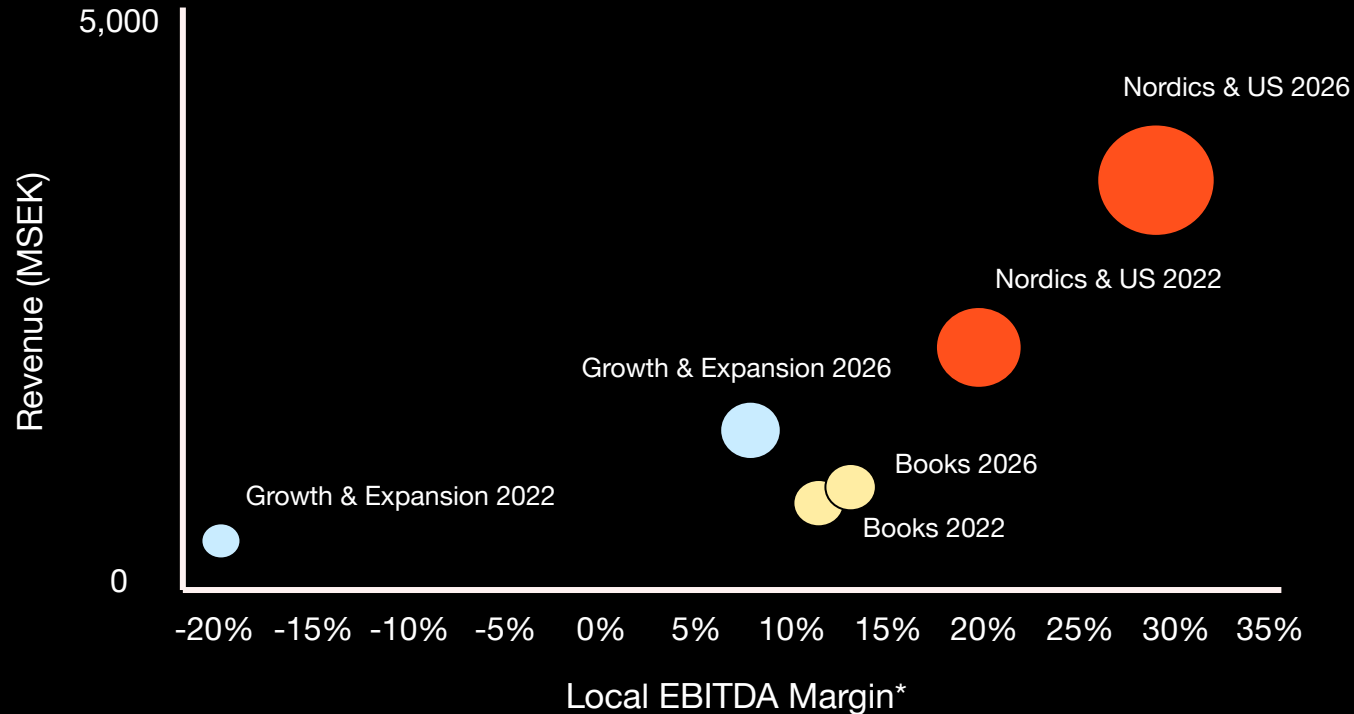


Profitable Medium-Term Growth in all Regions and Businesses



* Local EBITDA margin = EBITDA margin excluding Tech costs and central OH (total 550 MSEK in 2022)

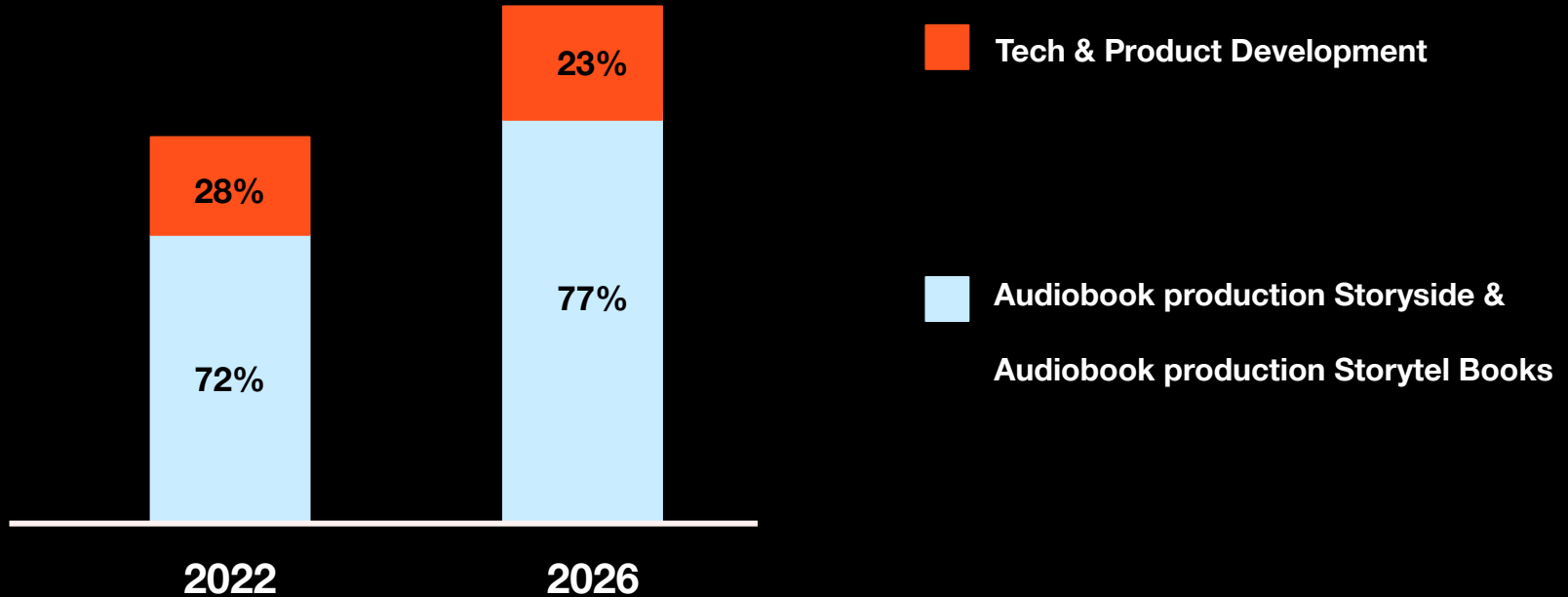
Profitable Medium-Term Growth in all Regions and Businesses



* Local EBITDA margin = EBITDA margin excluding Tech costs and central OH (total 550 MSEK in 2022)

Focused Investments on Highest Returns

Capex = ~5% of
Group revenue



Why Invest in Storytel?

Poised for success in large and global market with strong growth



Pioneer with a proven business model that has established itself as one of the world's largest audiobook streaming services



Combination of Content and Streaming businesses creates synergies and strengthens competitive position



Attractive finance profile with large portion of recurring revenues, strong unit economics, scalable business model and self-sufficient cash generation



Attracting the best creative talent to building a unique platform and subscriber experience



Large and early stage addressable market with potential for strong long-term underlying growth over time



World-class leadership with deep industry knowledge who have done it before