



Malin Lindborn appointed Head of Communications at Storytel

Storytel AB has appointed Malin Lindborn as new Head of Communications to drive the company's communications and stakeholder engagement strategy. In her most recent role, Malin served as PR Director Nordics at Netflix.

Malin Lindborn brings more than 20 years of experience from PR and communications. She has held several leadership roles in the entertainment and streaming industry, most recently as PR Director Nordics at Netflix where she led the communications and publicity function in the region for several years, based both out of Amsterdam and Stockholm. Prior to joining Netflix, Malin spent 11 years within the Swedish broadcaster TV4.

“We are happy to welcome Malin to Storytel. Her strong experience from the entertainment and streaming industry will be highly valuable for Storytel as we continue to execute on our profitable growth strategy. With Malin onboard, we look forward to further strengthen Storytel's position as one of the world's largest streaming services for audio stories,” says **Johannes Larcher**, CEO, Storytel.

As the Head of Communications, Malin will report to CEO Johannes Larcher and lead Storytel's corporate communications, media relations, and internal communications function. A key focus will be on developing the company's communications strategy in Storytel's core as well as high-potential markets.

“I have followed Storytel for a long time, and seen how the company has built a leading position in the market with a unique combination of content creation, publishing, and streaming. It is exciting to join at this time and be part of the next phase of the development of the company and the audio story market. I really look forward to be part of the ambitious and creative Storytel team,” says **Malin Lindborn**.

Malin will start her new position on August 28.

FNCA Sweden AB is the Company's Certified Adviser.

For more information, please contact:

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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.