



## New partnership with LG Uplus South Korea brings Storytel to 20+ million Koreans

**Storytel, one of the world's largest audio stories subscription services, today announced a significant partnership agreement with LG Uplus — one of South Korea's market leading providers of communications, payment and entertainment services and integrated business solutions. This partnership deal will make Storytel's leading content offering, which includes the streaming exclusivity of the Harry Potter audiobook series, available to more than 20 million Korean mobile services subscribers.**

LG Uplus Corp. is one of South Korea's largest telcos, owned by LG Corporation, a multinational conglomerate. The agreement with Storytel will give LG Uplus' mobile services subscribers and its extended customers via the subscription platform U-dok, an attractive opportunity to sign up for Storytel's world-class offering of over 50,000 international audiobook titles, including a rich Korean language catalog such as Korea's legendary writer *Park Wan-suh's* exclusive novel collection.

"I am very excited to join forces with LG Uplus to make Storytel's rich world of audio stories available to more consumers in South Korea. This long-term partnership is of strategic importance for Storytel as we take another step to expand further in the growing South Korean digital book market by offering LG Uplus' 20 million customers the opportunity to discover the joy of audiobooks," says **Ana Julia "AJ" Ghirello**, GM of Expansion Markets and SVP of Global Partnerships at Storytel.

Storytel will be part of the exclusive selection of premium services on LG Uplus' platform U dok, where more than 20 million Koreans, out of a total population of 52 million, will be offered to sign up for *Storytel Unlimited* subscriptions.

"I'm excited to onboard the LG Uplus customers to the unique offering of Storytel, with our Korean and English audio catalog that is well-suited for family listening. With a range of educational to entertaining audiobooks, Storytel hopes to contribute to customers' daily lives in a meaningful way," says **Serena Park**, Country Manager of Storytel South Korea, which was launched in 2019.

**BK Ahn**, Director of LG Uplus says: "LG Uplus is thrilled to announce our partnership with Storytel. By joining forces, we aim to offer enhanced value and convenience to our customers. Together, we look forward to introducing a world of stories to Korean audiences."

*FNCA Sweden AB is the Company's Certified Adviser.*

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**About Storytel**

Storytel is one of the world's largest streaming services for audio stories — audiobooks, e-books, lectures, radio plays and pod books — and offers more than one million titles on a global scale. Our mission is to move the world through story, as there is nothing more powerful than a good story well told. 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. Storytel South Korea was established in 2019 in Seoul, contributing to the rapid growth of the local market. Positioned as a strong family-oriented entertainment, Storytel has quickly grown into a leading audiobook service in South Korea.

**About LG Uplus**

LG Uplus Corp. is a South Korean telecommunications carrier owned by LG Corporation. LG Uplus is the third-largest wireless carrier in South Korea. In 2022, LG Uplus launched U-dok, a subscription marketplace platform that enables one-stop multiple subscription management.