



Storytel brings its audio stories offering to 3+ million Bulgarians through new partnership with Yettel Bulgaria

Storytel, one of the world's largest streaming services for audio stories, today announced a partnership with Yettel Bulgaria, a leading telecommunications company with more than 3 million active users. Through this deal, Yettel Bulgaria's mobile services subscribers will be offered access to Storytel's leading selection of content and first-class technology platform.

Yettel Bulgaria is a leading mobile services provider in the Bulgarian market and part of PPF Telecom Group, with 18 million mobile subscribers across five countries in Europe. The agreement with Storytel will give Yettel Bulgaria's existing and new mobile services customers an attractive opportunity to sign up for Storytel Bulgaria's world-class offering of over 500,000 international titles, including a rich Bulgarian language catalog featuring the works of popular and bestselling authors such as Georgi Gospodinov, JK Rowling, Jordan Peterson, Maria Kassimova-Moisset, Jeffrey Archer, John Steinbeck, Mark Manson, and Napoleon Hill.

“We are delighted to announce this partnership with Yettel Bulgaria, yet another strategic move in a short time in one of Storytel's selected core markets. Together, we will create great value for our respective customers in the important and dynamic Bulgarian market. Agreements like this are of increasing strategic importance for Storytel”, says **Johannes Larcher**, CEO of Storytel.

Storytel Unlimited will be offered as an exclusive add-on to all new tariff plan customers of Yettel Bulgaria between September and December 2023. In addition, current Yettel customers have the opportunity to sign up for Storytel with their Yettel mobile subscription. This will give more than three million Bulgarian subscribers the opportunity to discover Storytel's catalog as part of their mobile services subscription.

“The Unlimited subscription provides listeners with an unmatched opportunity to discover new captivating content and find new authors they enjoy. I am sure Yettel Bulgaria's mobile customers will be very pleased to explore our selection of hundreds of thousands of hours of quality audio stories across all popular genres from Fiction, Thrillers, Romance and Crime, to Self-Development and stories for children and youth”, says **Liza Vasileva**, Country Manager of Storytel Bulgaria.

“We're thrilled to partner with Storytel to bring world-class audio stories to our customers in Bulgaria. At Yettel, we're always looking for ways to make our customers' digital lives easier, and this partnership is a perfect example of that. With Storytel, our customers can now enjoy their favorite audio stories on the go, whether they're commuting to work, working out at the gym, or just relaxing at home. It's the perfect way to stay entertained and informed, no matter where you are, said **Bogdan Uzelac**, Chief Commercial Officer”, Yettel Bulgaria.

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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.

About Yettel Bulgaria

Yettel Bulgaria, part of PPF Group, is a telecommunications company providing connectivity and digital services to over 3 million users with people, devices, and businesses. Putting the customer first, Yettel's mission is clear: to help people achieve balance in life. Yettel's industry-leading approach to network infrastructure has earned six consecutive Best in Test certifications for the quality of its network from the global umlaut organization, which sets the gold standard in the industry. Today, Yettel Bulgaria has more than 1,900 employees, over 180 retail stores, and its mobile network covers over 99% of Bulgaria's population.