

# This is Storytel

Storytel aspires to be a leader in digital storytelling. By leveraging technology, Storytel democratizes stories through a platform for content creators and users. Today, Storytel is both a digital platform provider of stories and a print publishing group, allowing the company to bring together the best of publishing and distribution. Storytel has its headquarters in Stockholm. The Storytel Group currently comprises two business areas: Streaming and Publishing.

## Streaming

Storytel is one of the world's leading subscribed audiobook and e-book streaming services, with more than 2.2 million paying subscribers under the brands Storytel, Mofibo and Audiobooks.com in more than 25 markets, where the Nordics represent the largest proportion of revenue. The streaming platform offers listening and reading of more than 1.5 million titles in 40+ languages on a global scale.

## Publishing

Storytel Books includes renowned publishing houses and imprints such as Norstedts, Printz Publishing, Rabén & Sjögren, B. Wahlströms, Lind & Co, the Danish publisher People's and the Finnish publishers Gummerus and Aula & Co. The Streaming segment also includes audiobook publishing, which is run through the audiobook publisher Storyside. Through its publishing houses and imprints, Storytel is a well-known publisher and literary agency in Europe, not least in the Nordic countries.

**2.2 mil**

paying subscribers for Storytel's audiobook and e-book streaming services

**+40%**

of paying subscribers listen to Storytel everyday

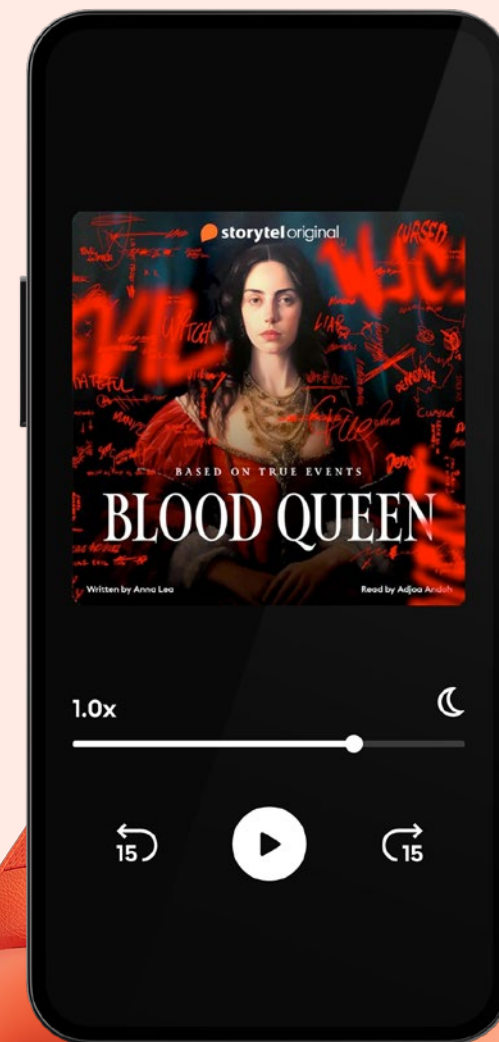
**>1 mil**

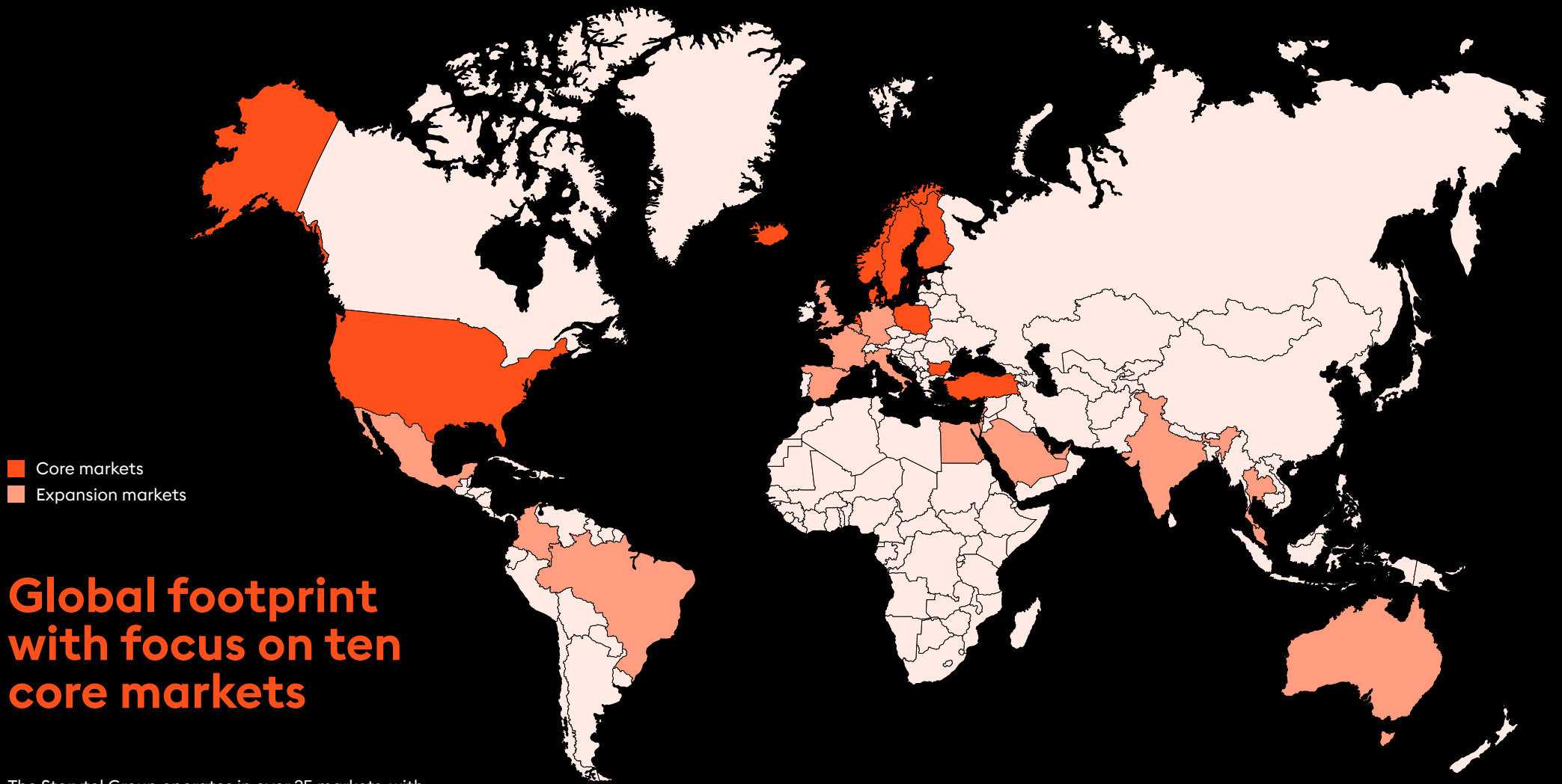
paying subscribers listen to at least one book\* per month

**+82%**

(of people) read more often since subscribing to Storytel

\* Equivalent to more than 10 hours per month





## Global footprint with focus on ten core markets

The Storytel Group operates in over 25 markets, with focus on ten core markets: the five Nordic countries, the Netherlands, Turkey, Poland, Bulgaria, and the USA.