



## 2022 Storytel Sustainability Report

## A Word from the Sustainability Committee

2022 was an exceptional year in Storytel's history, where our goal of profitable growth and long-term sustainable success, together with changing market conditions, drove a shift in Storytel's strategy. However, **we remain committed to working toward the well-being of people and the planet.** In this year's report, we present an updated Materiality Assessment at the Group level, which frames Storytel's most important sustainability areas and our approach to them.

Stories, audiobooks, books and reading continue to be a very important part of society and people's well-being and prosperity. Perhaps stories are even more important in an unstable world to help us relax, learn or simply escape for a moment. We are very proud that 82 percent of all Storytel customers say that they read more since subscribing to Storytel. As an audiobook streaming service and a publishing house, Storytel's very purpose is to **empower people through stories.**

In the Materiality Assessment, all of Storytel's stakeholders rate climate impact as a top priority. In April 2022, we committed to set science-based targets, reduce emissions in line with the Paris Agreement and set a net zero target. Closing 2022, we are well underway to set long-term targets and a reduction plan.

**Helen Fasth Gillstedt and Jonas Tellander, Sustainability Committee.**

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**Storytel's vision is to make the world  
a more empathetic and creative place.**

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### About Storytel

Storytel aspires to be a global market leader in digital storytelling. The Storytel Group consists of two main divisions, Streaming and Publishing, which operate within the media & entertainment and print publishing industries, respectively. Today, Storytel is both a provider of a digital platform for stories and a publishing group, allowing the company to bring together the best of publishing and technology. By accessing stories via a digital platform, Storytel's subscribers can enjoy the benefits of reading and listening in a way that fits the modern lifestyle.



## Highlights 2022

- Updated our Materiality Assessment at the Group level.
- Committed to the Science Based Targets Initiative.
- Rolled out a Supplier Code of Conduct aligned with the 10 principles of UN Global Compact.
- Supported the 100th anniversary of International PEN.

## Key Figures 2022

82%

of users say that they read/listen to books more often since subscribing to Storytel.

87%

of employees feel that they can be their authentic selves.

10,064

tCO2e in total emissions for the Storytel Group, which is 41 percent lower than in 2021.

## Objectives 2023

- Help one million people read one book per month.
- Finalize setting Science Based Targets and reduction plan.
- Achieve an eNPS and Engagement Score above industry benchmark.
- Prepare the Storytel Group for compliance with the Corporate Sustainability Reporting Directive (CSRD).

## Storytel's approach to sustainability

Storytel divides its sustainability work into three areas. You can read more about Storytel's work in each area on this site.



### Brainprint

Well-being of customers



### Footprint

Well-being of the planet



### Fingerprint

Well-being of people and partners

## Storytel's Sustainability Journey

# 2018

First Sustainability Report & Materiality Assessment



# 2019

First Sustainability Policy



# 2020

First Mapping of GHG Emissions



# 2021

Committed to UN Global Compact



# 2022

Committed to the Science Based Targets Initiative



### About the report 2022

This Sustainability Report is prepared in accordance with the Swedish Annual Accounts Act. Storytel has reported with reference to the GRI standards, and the GRI content index is available on pages 78-80. The report mainly covers Storytel Streaming which stands for more than 80% of the group's revenues. Sections that cover Storytel Books and its publishing houses are clearly marked in the report.





## ESG at Storytel

ESG stands for Environmental, Social and Governance, which together make up a well-established framework for corporate sustainability. Storytel has drawn on this framework and divided its approach to ESG into three components—Footprint, Brainprint and Fingerprint—to better understand and show the impact that Storytel has on society at large.



### Brainprint

Well-being of customers



### Footprint

Well-being of the planet



### Fingerprint

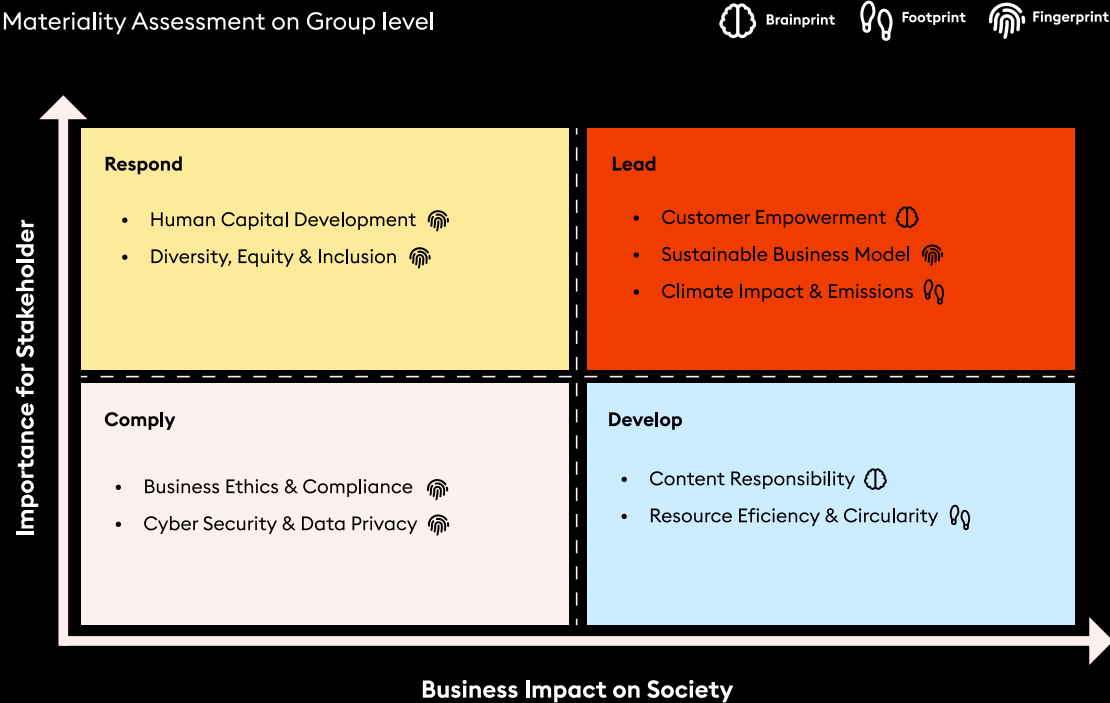
Well-being of people and partners

# Storytel's Materiality Assessment

Storytel carried out its first materiality assessment in 2018 to build a foundation for the initial sustainability strategy and focus areas. In 2022, Storytel updated the materiality assessment at the Group level. The goal was to identify material topics that 1) are value drivers for the Storytel Group, 2) are closely aligned with the Group's most significant risks, and 3) are measurable and have clear ownership in the organization. As part of this process, Storytel mapped its stakeholders, analyzed global sustainability trends and engaged a total of about 1,500 people across internal and external stakeholder groups, 959 of which were customers. The outcome was a list of nine material topics, each of which has been mapped into a quadrant—Lead, Develop, Respond or Comply—to show how the company approaches each topic. These material topics will be elaborated on throughout this report.

## Group view of Material ESG topics

The Storytel Group will review its Materiality Assessment on a regular basis through continued stakeholder dialogue.





## ESG & Risk Management

Storytel Group performs a risk assessment on an annual basis to identify, evaluate and prioritize the risks that are most important for achieving set business objectives within the Group. Thereafter, the Group will decide on appropriate activities to either reduce the probability of the risk occurring or mitigate any consequences. Risks are assigned to an owner, who is responsible for monitoring and following up on decided activities and that their impact is lowering the risk as intended. As a minimum, the Group will review and report on the status of the most significant enterprise risks once a year, and this information is to be included in the report to the Audit Committee and the Board of Directors. ESG-related risks are part of the Group-wide risk assessment, and the Governance Report contains a description of the significant risks and related risk responses for the Group.

## Division of responsibilities

The Board of Directors reviews once a year the goals, policies and processes connected to sustainability. Storytel reports on the progress toward these goals in its annual Sustainability Report, which the Board of Directors reviews and approves. Storytel has a Sustainability Committee within the Board of Directors that meets on a quarterly basis to review and discuss ESG topics. The purpose of this Committee is to manifest Storytel's strategic and systematic commitment to its sustainability efforts across the business, oversee the company's continued goal-setting and reporting processes, strengthen relationships with external stakeholders, and ensure that the business operates with a high level of ethics. The Sustainability Committee supports the Board in fulfilling its responsibilities to specifically address climate and environmental matters, human rights, labor standards, and anti-corruption practices. Twice a year, the management team reviews the progress toward Storytel's sustainability goals.





# Brainprint Well-being of customers

## Brainprint Highlights 2022

- 82 percent of users say that they read/listen to more books since subscribing to Storytel.
- Mapped content sensitivity and developed a Content Contingency Plan.

## Brainprint Objective 2023

- Help one million people read one book per month.

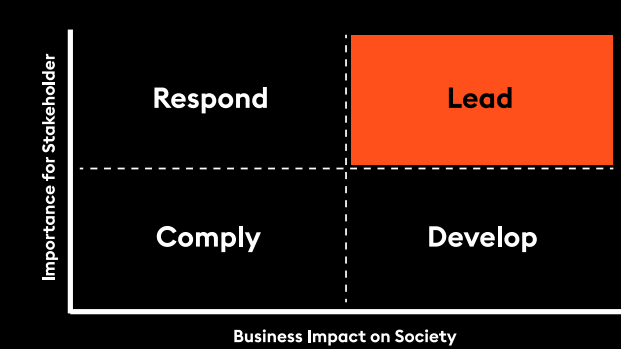


# Customer Empowerment

Storytel is on a mission to help people discover the right stories at the right time, promote reading and make books more accessible and compatible with everyday life. Stories improve our well-being because they trigger the brain to release the feel-good hormone oxytocin, helping people relax and unwind. Stories also provide tools that empower people during times that are challenging both emotionally and practically. Whether a person wants to learn something, find a moment of comfort, or just feel less bored, Storytel gives them the power to do so. Storytel wants to help people read more, and our purpose is to empower and enhance the well-being of people through stories.

<sup>1</sup> *How Stories Change the Brain* by Paul Zak in the Greater Good Magazine, 2013. [https://greatergood.berkeley.edu/article/item/how\\_stories\\_change\\_brain](https://greatergood.berkeley.edu/article/item/how_stories_change_brain) Storytelling increases oxytocin and positive emotions and decreases cortisol and pain in hospitalized children by G. Brockington, A. Gomes Moreira, M. Buso, S. da Silva, E. Altszyler, R. Fischer and J. Moll, 2021. <https://www.pnas.org/content/118/22/e2018409118>

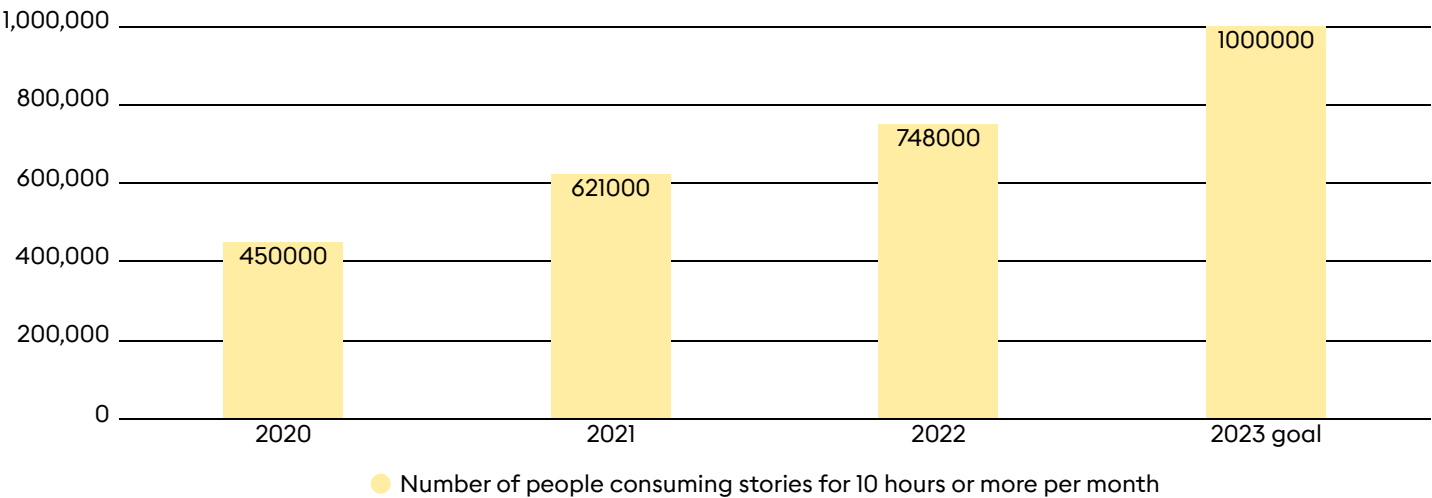
<sup>2</sup> *Reading can help reduce stress according to University of Sussex* by Any Chiles in The Argus, 2009. <https://www.theargus.co.uk/news/4245076.reading-can-help-reduce-stress-according-to-university-of-sussex-research/>



Opportunities & Risks	Primary Stakeholders	Policies & Guidelines
+ Brand strength + Customer attraction & retention + Partnerships - Loss of market share	Customers Partners	Sustainability Policy Brand Platform

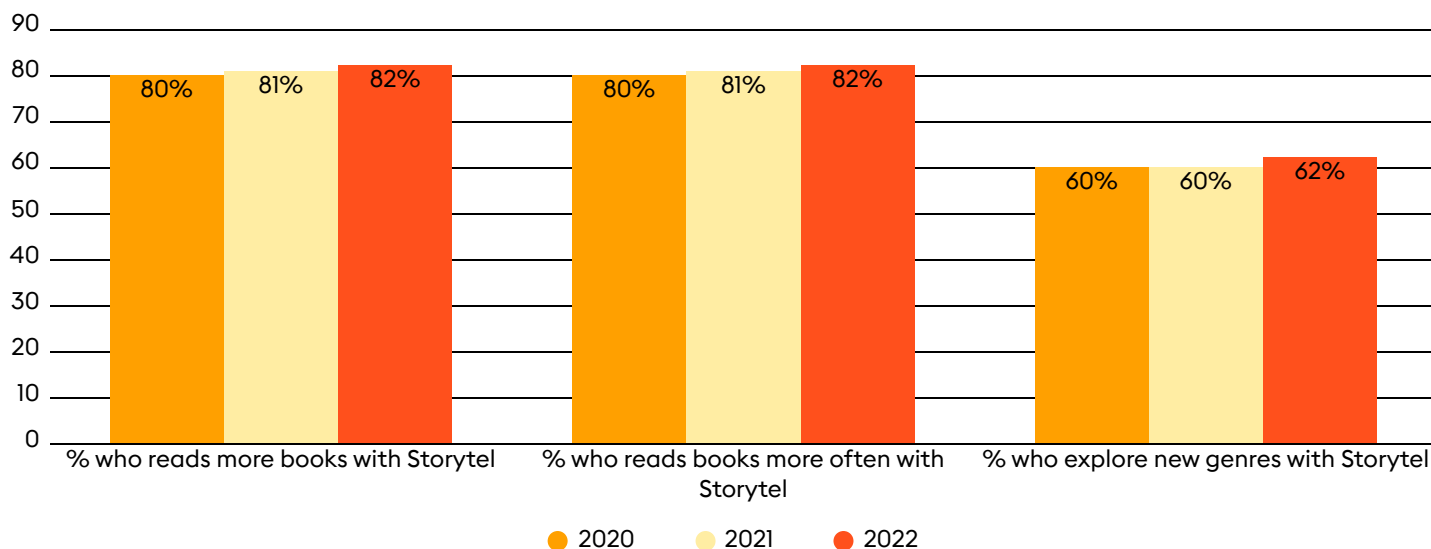
A product that helps people read more

Storytel’s goal for the core user experience is to make it easy for as many people as possible in the world to read at least one book per month. Our guiding metric is the number of people consuming stories for ten hours or more per month, which roughly translates to one book.



On a global level, the average user spends approximately 30 hours per month on the Storytel platform, which means that Storytel is a truly integrated part of users’ everyday lives. In the Nordic region, more than 40 percent of all paid subscribers listen to Storytel every day.

Storytel’s ambition is not merely to have subscribers spending time on the service—they should also find the time with Storytel valuable. In a Swedish pilot study in 2022, we asked Storytel users if they found time with Storytel to be time well spent. The results from the pilot indicate that users confirm that this is time well spent, and they find it more valuable than time spent on other streaming services (podcasts, video, music) and social media. Time well spent for our users is an area that Storytel will continue exploring in 2023.



	2020	2021	2022
% who reads more books with Storytel	80%	81%	82%
% who read books more often with Storytel	80%	81%	82%
% who explore new genres with Storytel	60%	60%	62%

Throughout 2022, Storytel has sent out a survey to a total of 27,221 users in its geographic markets.



### Ställ om by Maria Soxbo

Norstedts, Sverige

The world needs to transition. The solution to the climate crisis is often formulated as a bunch of lifestyle prohibitions that most of us do not enjoy. At the same time, we rush upward/forward with an increasing feeling of inadequacy. What if we rethink things? What if we can start building a different kind of life? The book is divided into some of life's major building blocks: dreams, time, work, community, values, consumption, and happiness. The goal is to try to answer the question: "What's in it for me?" The beauty of the transition—both personal and societal—is that the vast majority of us will emerge as winners.



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**Storytel's objective in 2023 is for one million people to read at least one book per month.**

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## Product Missions

Storytel's product teams have two missions for the core experience: to help users find the right stories and to help people enjoy their stories. The product missions guide Storytel's product development and ensure prioritization is in line with the overarching missions.

To help users find the right stories, Storytel works to deliver a great mix of AI-, algorithmic- and editorial recommendations to provide an inspiring and engaging self-exploration experience. In 2022, Storytel made investments to give all users more personalized and relevant book recommendations and focused on creating a more immersive way to explore stories, for example through the introduction of book trailers, in order to lower the threshold for finding the next great book.

To help users enjoy their stories, our focus is on providing a reliable and seamless reading and listening experience that makes listening to and reading stories both easy and delightful. In 2022, Storytel invested in a platform expansion, launching compatibility with cars and wearables to make it easier for customers to continue to listen while on the move.

## Read Hour

In 2022, Storytel partnered with Read Hour, an initiative that promotes reading by encouraging everyone to read one hour on UN International Literacy Day. In the Nordics, Storytel communicated the initiative to new and existing customers and also partnered with the Moomin characters in Finland and the non-profit Läsrörelsen (The Reading Movement) in Sweden.

## Research Study GIH

In 2021, Storytel partnered with a research project led by the Swedish School of Sport and Health Sciences, which aims to understand how physical well-being is connected to mental well-being. In phase one of the study in 2022, 2,700 14–15-year-old Swedish students had their school day prolonged by 60 minutes three times a week to participate in physical activities such as audiobook-walks provided by Storytel. The pupils were then evaluated on sedentary time, physical activity, cognitive functions, mental health, self-esteem and motivation. The study will be conducted on a larger scale in 2023, and the final results will be presented in 2024.

## Accessibility

Storytel works to develop products that are inclusive and accessible. Including accessibility criteria into the development of Storytel products is an integral part of the company's product development since the company is preparing for compliance with the pending Web Content Accessibility Guidelines (WCAG) 2.1. In 2022, Storytel developed its design system to better support efforts within accessibility areas such as readability and voice-over support.

## Promoting children's reading - Storytel Books

Rabén & Sjögren, one of the imprints for children's books in Norstedts Publishing Group, initiated and arranged the Big Reading Challenge together with partners from the book industry and external partners. The challenge was held during the fall school term in 2022, and 30,000 Swedish fourth graders (10–11-year-olds) competed, together reading for almost 700,000 hours. The winning school class read 2,200 hours during the fall and was awarded a school trip. The amount of reading increased almost 70 percent compared to a normal school term.



### Sober - the Story of a Party Girl by Hanna Tikander and Wilma Ruohisto with Hanna Tikander

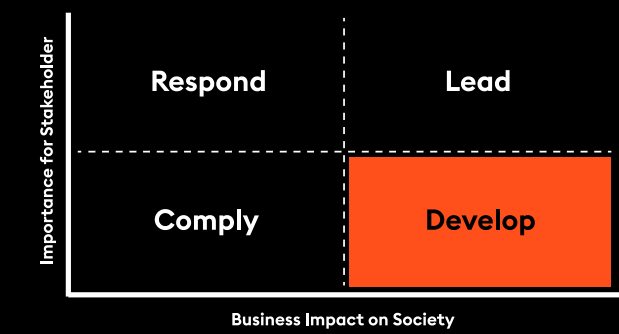
#### Storytel Finland

In this true story, one of Finland's biggest podcasters and influencers opens up about her relationship with alcohol and party-drugs and investigates the non-alcoholic lifestyle trend that's been growing in Finland. Hanna is a party girl who loves her wine until she starts to notice that alcohol is not good for her. In party situations, anxiety takes over and hangover depression spreads into everyday life. Hanna tells her story about getting sober in a funny, surprising and fast-paced way –just like Hanna herself. Sober was one of Finland's most-listened-to podcasts during 2022 and generated a lot of media attention.



# Content Responsibility

Organizations that create and distribute content hold a powerful position in society through the impact and influence of that content. Storytel has a broad catalog of content, which is a mix of content produced by Storytel across all of the local markets and licensed content from third parties globally. This makes Storytel both a publisher and distributor of content. Storytel has responsibilities pertaining to human rights, such as freedom of expression, and diversity and pluralism in its content. Storytel also aims to facilitate understanding and cultivate empathy among its readers while being compliant with local laws and regulations.



Opportunities & Risks	Primary Stakeholders	Policies & Guidelines
<div>+ Trust &amp; Safety for users</div> <div>- Reputational damage</div> <div>- Legal proceedings</div> <div>- Failure to protect content rights</div>	<div>Customers</div> <div>Authors</div> <div>Publishers</div>	<div>Content Guidelines</div> <div>Content Sensitivity Mapping</div> <div>Content Contingency Plan</div>

## Content Guidelines

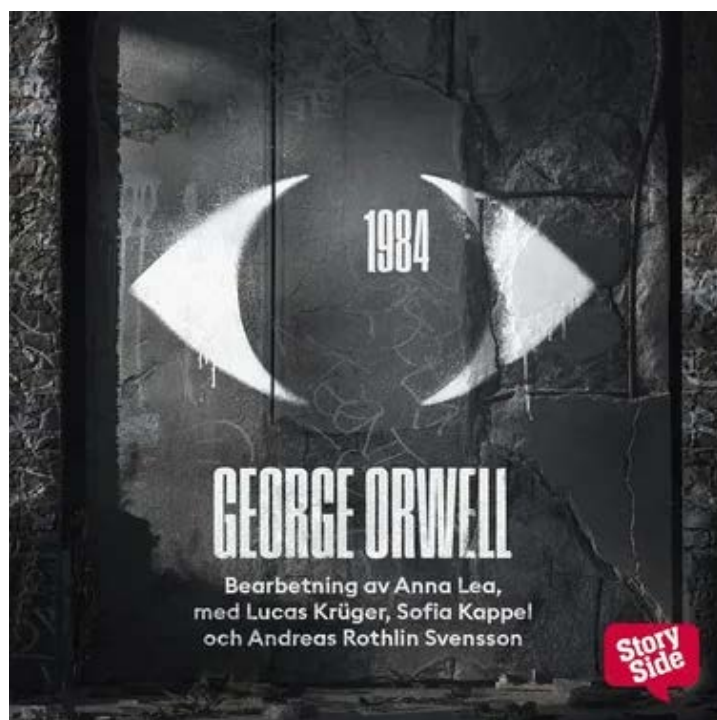
Storytel's content guidelines consist of two parts. The first is technical criteria, which refer to the technical and editorial quality of audiobooks and e-books. For example, each title should have proper credit, a registered publisher and correct metadata. The second is content principles, which refer to the legality and sensitivity of the content. For example, Storytel does not accept toxic content such as hate speech, disinformation or misinformation, encouragement or idealization of self-harm, suicide or solicitations to commit a crime. If a title breaches the content guidelines, Storytel can remove it from the service both proactively and reactively.

To complement the content guidelines, Storytel has mapped the content sensitivity to better understand topics that are culturally sensitive in each local market and ensure appropriate consideration for these topics. Storytel has also developed a content contingency plan to guide Storytel employees in critical situations connected to the content in the service. The plan points out three broad areas of risk and how to handle them:

1. Breach of rights
2. Controversial content
3. Harmful content

## Content Committee

The Content Committee within Storytel is the decision-making body on content-related issues. This group works to mitigate risks related to handling and monitoring content from an integrity and safety perspective. It is responsible for updating the content guidelines when necessary in respect of publishers and authors and works to resolve content-related issues both proactively and reactively. Users, employees, partners or other stakeholders can all report content, allowing the Content Committee to reactively review complaints. The Content Committee is a collaboration between various departments within the organization in order to apply a collective Storytel perspective to content reported as illegal, insensitive or in other ways unsuitable for the service. The Committee also assists local Storytel markets in making well-informed decisions about freedom of expression as well as local laws, culture and politics.



### 1984 by George Orwell and Anna Lea

#### Global Storytel Original

George Orwell's classic from 1949 is a dystopian vision about a society where Big Brother follows your every move. In this newly produced audio drama, the story was rewritten and made for 2022. It's a story about resistance, passion and strength to fight dark forces. The production was made by award-winning Kate Jones. 1984 was released in ten Storytel markets with a creative marketing campaign.

## Curation

At Storytel, curation is the process of aggregating, selecting, arranging and exhibiting content with the main goal of engaging customers to find their next great book. Curation can be used to quickly hide a reported title that is awaiting a formal decision from an investigation by the Content Committee.

The Storytel app has a function called Kids Mode, which serves as parental control. When the Kids Mode is switched on, content is restricted to the Kids category and remains that way until a parent enters a passcode. This filter allows children to explore stories on the Storytel platform.

## Protecting Intellectual Property (IP)

At Storytel, IP serves as the foundation on which the business can thrive. Storytel takes a strict and consistent approach to prevent activities that infringe upon proprietary and licensed third-party rights. To ensure a consistent high level of quality, Storytel conducts awareness training related specifically to trademarks and copyrights and continuously works to ensure the use of high-level license template agreements, especially related to copyrights and neighboring rights license agreements. Storytel strives to be considered a safe place for publishers and creators to harbor their rights and works to protect the integrity of each title by investing in the security and technology necessary to honor its contractual obligations and prevent misuse of the streaming service, copying and illegal file sharing.

## Evaluation of Brainprint 2022 goals

*Green = Completed, Yellow = Ongoing/Partially completed, Red = Not started*

2022 Goal	Status	Comment
Be an advocate for reading and well-being.	●	Storytel has set a goal that one million users should read one book per month. Read more in the Customer Empowerment section.
Within Storytel Books, work to advance children's reading.	●	Norstedts has initiated "The Big Reading Challenge." Read more in the Customer Empowerment section.
Integrate accessibility requirements into product development.	●	Read more in the Customer Empowerment section.
Improve tools and processes for content moderation.	●	Read more in the Content Responsibility section.
Produce more Storytel Original content impact projects.	●	Examples of projects are spread throughout the report.







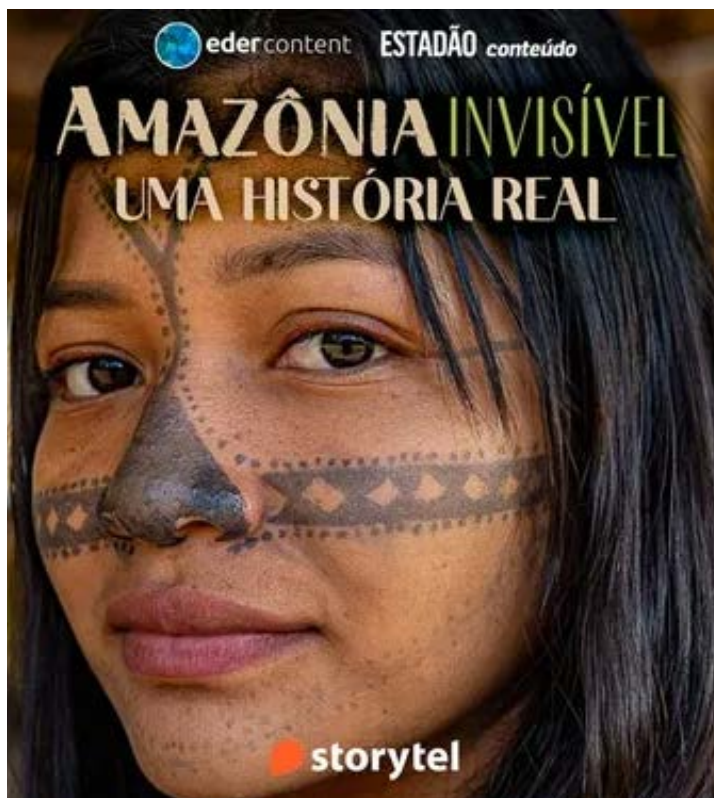
## Footprint Well-being of the planet

### Footprint Highlights 2022

- Committed to the Science Based Targets Initiative
- Started work to set long-term targets and create a long-term reduction plan for emissions
- Included Audiobooks.com in the emissions mapping for both 2021 and 2022

### Footprint Objective 2023

- Finalize the setting of science-based targets and the reduction plan.



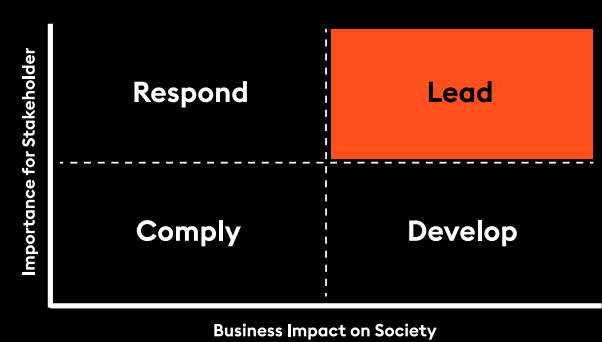
### Invisible Amazon by Storytel and Estadão with Andréia Lago

#### Storytel Brasil

Amazônia Invisível is a journalistic podcast about the Brazilian Amazon, its inhabitants and the dangers that the forest faces. The Amazon is home to thousands of living beings—like Beka, a young Munduruku warrior, who guides us on this emotional journey. Her voice, along with many other strong young voices, is emerging in a new environmental activism generation equipped with cell phones and cameras. Invisible Amazon was produced by Agencia Eder Content and distributed by the daily newspaper Estadão.

# Climate Impact & Emissions

Companies play a central role in driving down greenhouse gas emissions and building a resilient zero-emissions economy. The race is on to limit global warming to 1.5°C and prevent the worst effects of climate change. Storytel is committed to reducing the environmental impact from its direct and indirect business operations to protect the planet.



Opportunities & Risks	Primary Stakeholders	Policies & Guidelines
<div>+ Future-proofing the Business</div> <div>+ Access to financing</div> <div>- Rising cost for emissions</div> <div>- Reputational damage</div>	<div>Investors</div> <div>Employees</div> <div>Authors</div>	<div>Sustainability Policy</div> <div>Travel Guidelines</div>

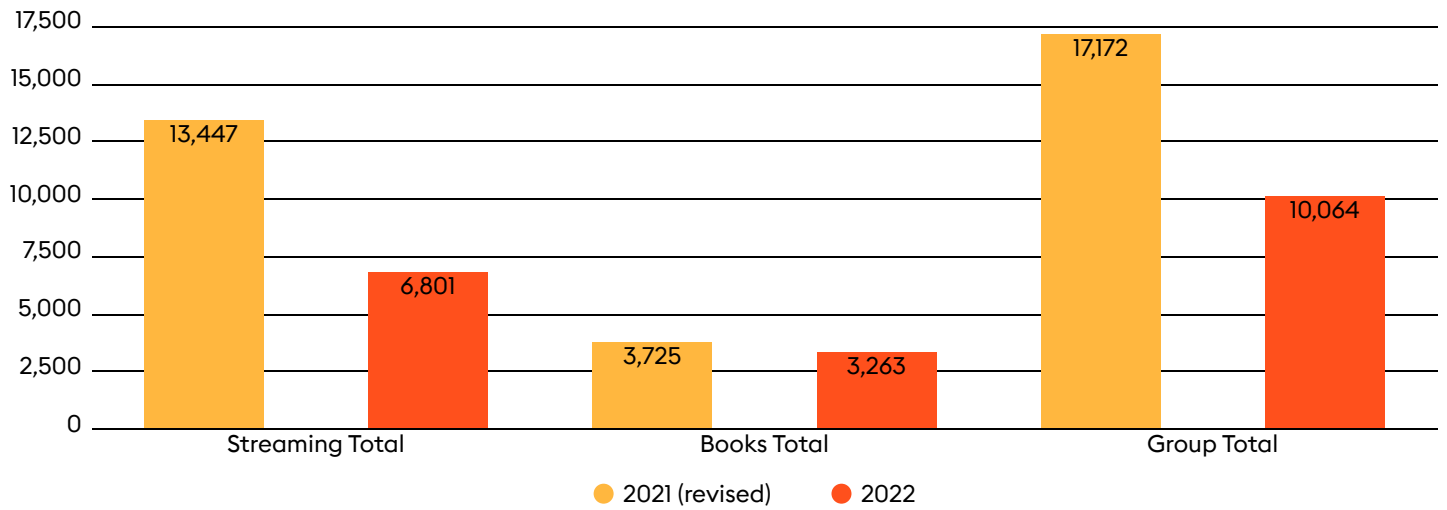
## Overview of emissions

Storytel uses a market-based approach to calculate its environmental impact. System boundaries were defined using the control approach, i.e., including in the calculation entities where Storytel has operational control. Storytel Streaming includes emissions from the acquired company Audiobooks.com. Storytel Books does not yet include emissions from Lind & Co, of which the Storytel Group owns 70 percent.

Storytel revised its Streaming segment’s calculation of emissions for 2021 to incorporate Audiobooks.com, and the calculation has also been refined to include more accurate emission factors for online marketing activities and the use of consultancy services.

Total emissions for the Storytel Group in 2022 were 10,064 tCO2e, which is 41 percent lower than in 2021. Storytel Streaming’s emissions have decreased by 50 percent in 2022 compared to 2021. This is primarily due to an extensive reduction in costs throughout the year since the company underwent a significant strategic shift, pivoting from a focus on growth to a focus on profitability. The emissions are also lower due to improved accuracy of measurements and the use of more recent emission factors.





#### Storytel Group (Streaming and Books)

tCO2e	Scope 1	Scope 2	Scope 3	Total
2021, reported in 2022	26	175	19,415	19,616
2021, revised in 2022	71	192	16,909	17,172
2022	78	148	9,838	10,064

#### Storytel Streaming

tCO2e	Scope 1	Scope 2	Scope 3	Total
2021, reported in 2022	0	138	15,753	15,891
2021, revised in 2022	45	155	13,247	13,447
2022	54	120	6,627	6,801

#### Storytel Books

tCO2e	Scope 1	Scope 2	Scope 3	Total
2021	26	37	3,662	3,725
2020	24	28	3,211	3,263

Scope 1 and 2 emissions

Scope 1 emissions made up 0.78 percent of the Storytel Group’s total emissions in 2022. These emissions come from fuels, more specifically mobile combustion from company vehicles, and from stationary combustion at one Storytel office. Scope 2 emissions made up 1.47 percent of emissions in 2022, and come from electricity, heating and cooling at the Storytel offices.

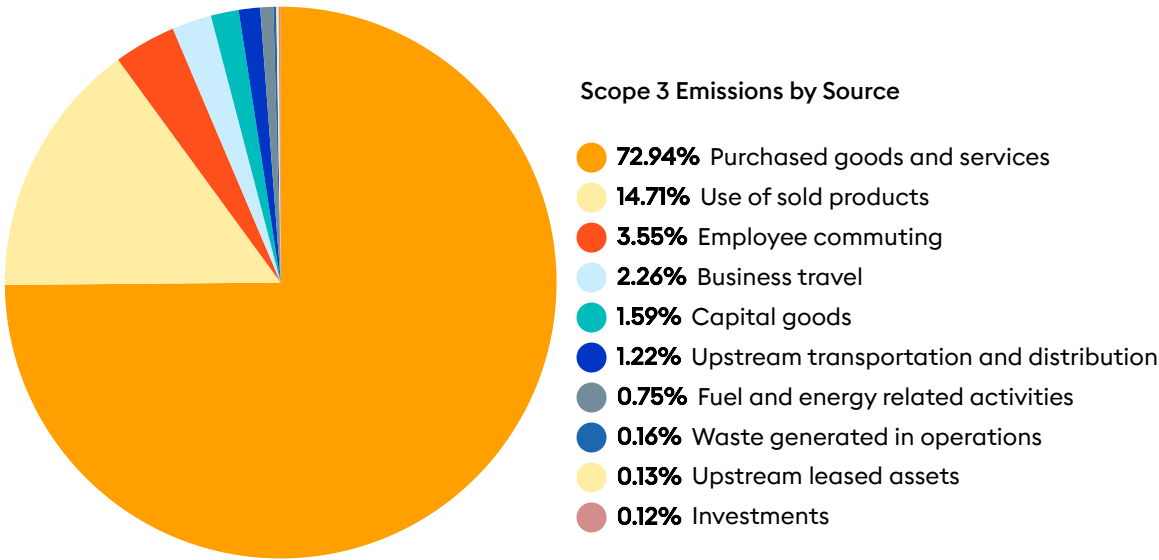
Today, 40 percent of Storytel’s offices are powered by renewable energy. By 2025, 100 percent of all Storytel offices should be powered by renewable energy, using Energy Attribute Certificates in markets where renewable energy is not yet available.

Scope 3 emissions

Scope 3 emissions made up 97.8 percent of the Storytel Group’s total emissions in 2022.

Storytel Streaming - Scope 3 emissions

Scope 3 emissions made up 97.5 percent of the Storytel Streaming’s total emissions in 2022. Below is a breakdown of the different categories.



Purchased goods and services made up 73 percent of Storytel Streaming’s emissions in 2022. The majority of the emissions in the purchased goods and services category come from marketing, IT services, and consultancy services.

Use of sold products made up 15 percent of Storytel Streaming’s emissions in 2022. Storytel uses Google Cloud Services. Google has carbon neutral operations and is working toward running on carbon-free energy at all of its data centers by 2030. Even though Storytel’s net operational emissions from Google are zero, we are optimizing cloud utilization, for example by identifying underutilized resources, and implementing changes to reduce waste.

Solveig Roepstorff

# KLIMA PSYKO LOGI

Hvorfor vi holder klimakrisen ud i strakt arm  
og den forbundethed, der venter,  
når vi begynder at handle

People's



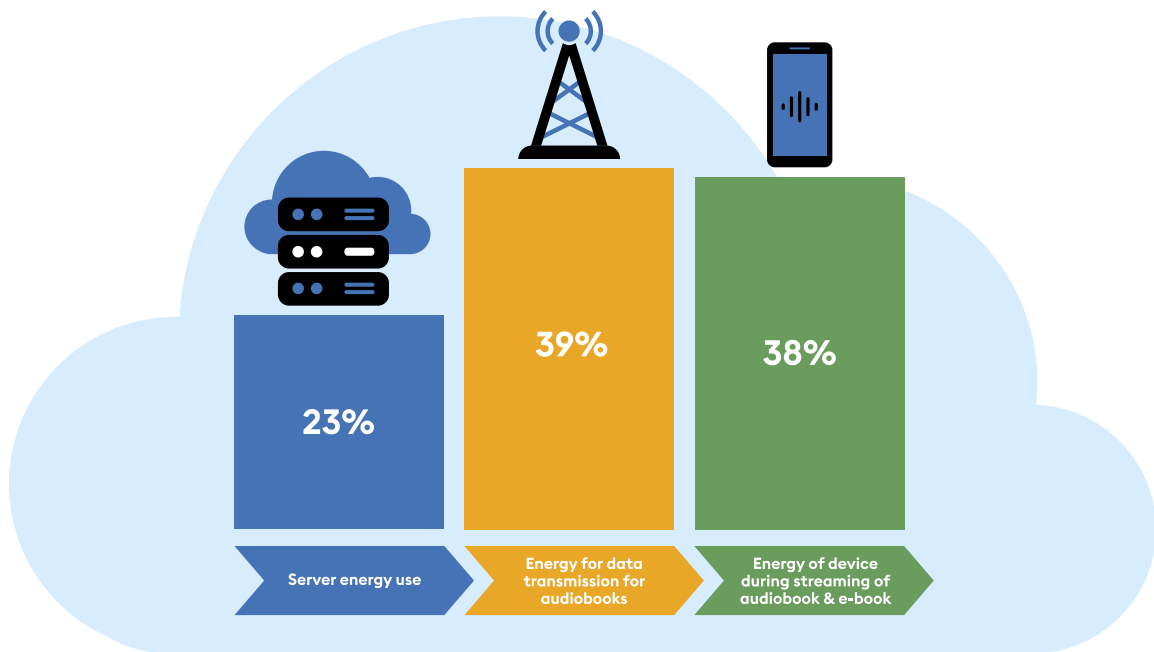
## Climate Psychology by Solveig Roepstorff

Peoples, Denmark

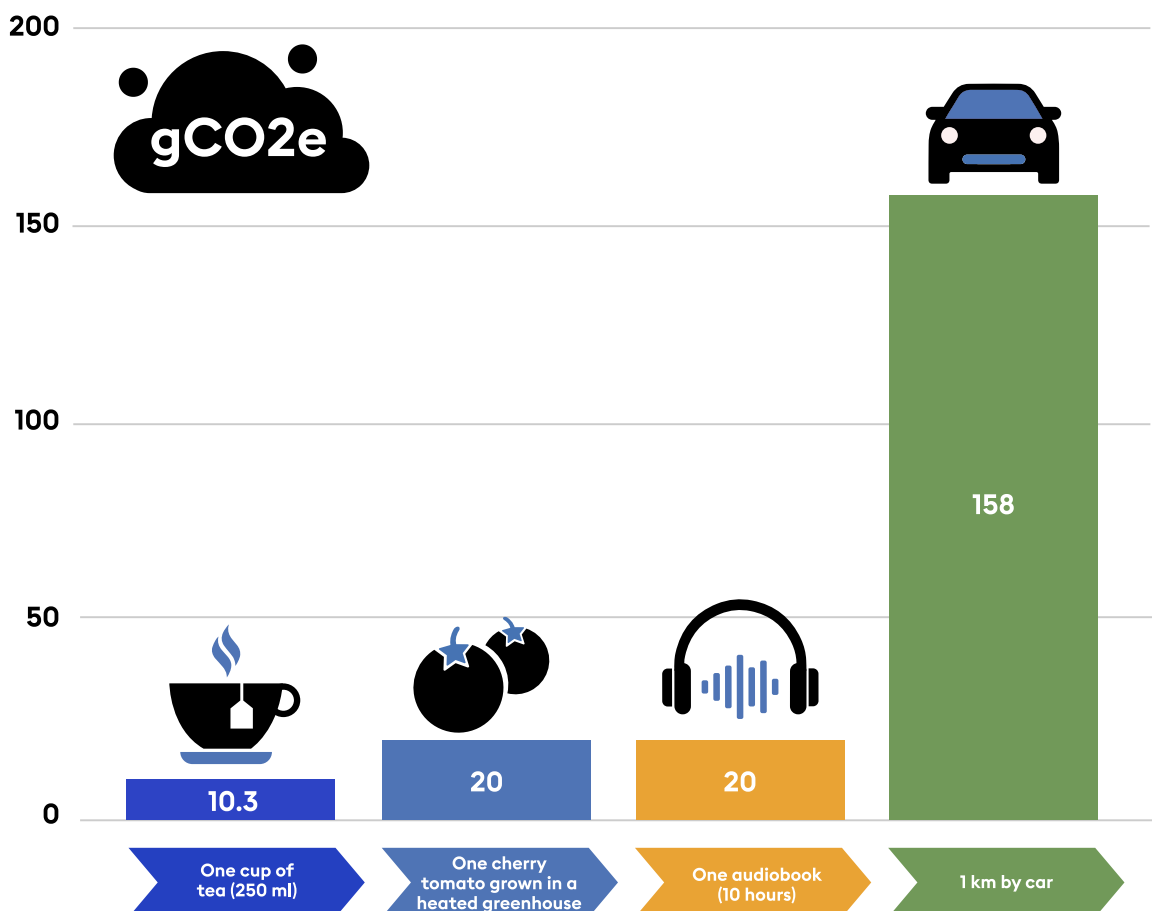
We know today that it is our own behavior and lifestyle that have put pressure on the planet's climate systems. And we know that we must radically change the way we live, work and live. So why do most of us continue our lives as if nothing had happened?

Precisely because we are human, psychologist Solveig Roepstorff explains in this new book, which describes the range of automatic reactions and behavior patterns that the news about the state of the planet activates in us. This book shows how optimistic points from climate psychology can be used to lift ourselves and each other out of worry and apathy and into the acting community that can save both our world and ourselves.

## Product breakdown - Streaming Service



Looking at the value chain, the main sources of emissions come from the energy required for data transmission and the device used to stream an audiobook. Compared to 2021, the share of emissions from data transmission is significantly lower. This is because a newer energy intensity has been used for data transmission.

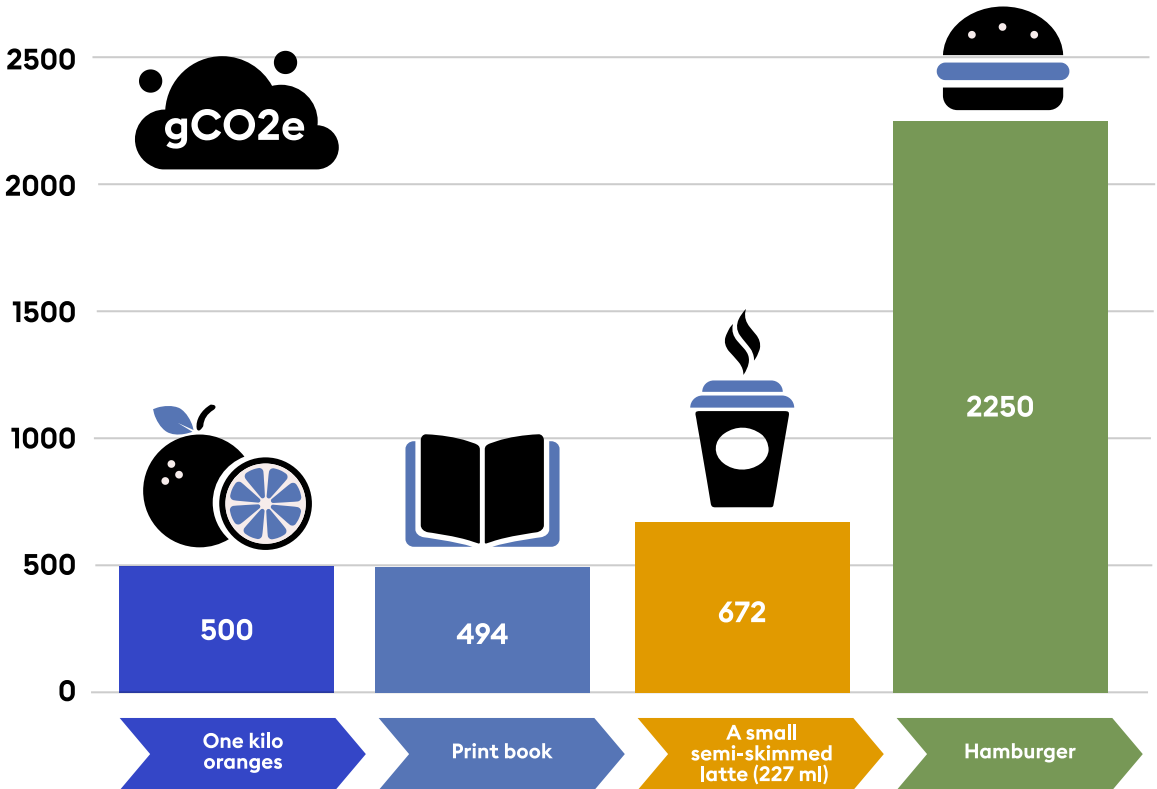
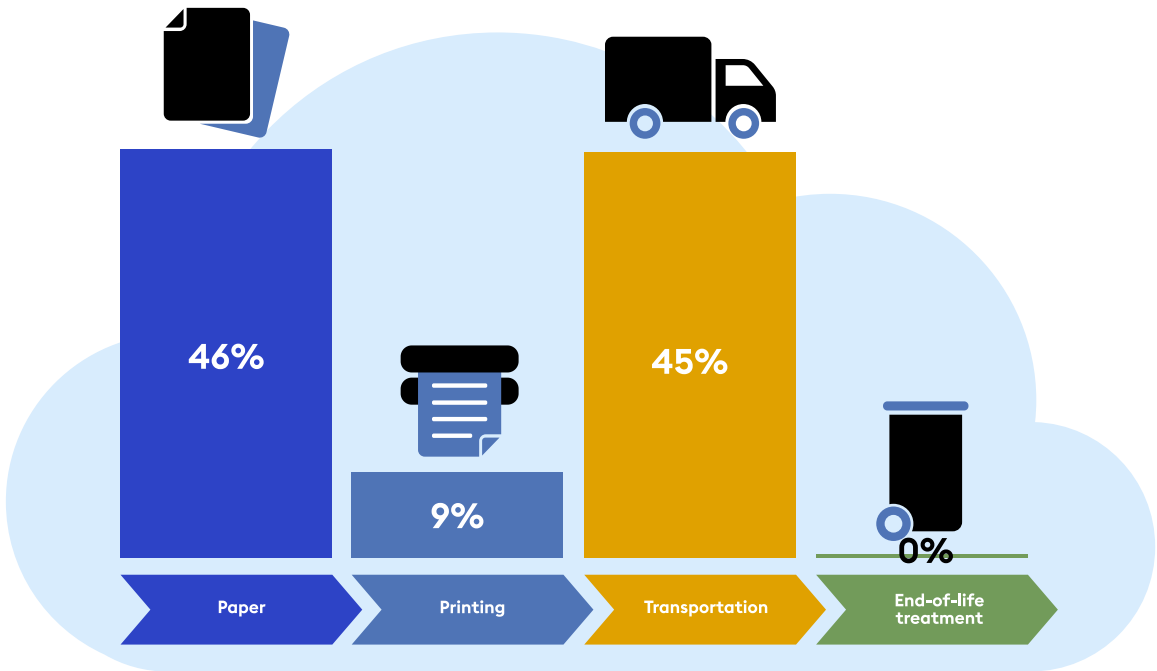


### Audiobook impact comparison

One hour of listening to an audiobook on Storytel emits 2 grams of CO<sub>2</sub>e. This is equivalent to one land-grown cherry tomato. One ten-hour audiobook emits 20 grams of CO<sub>2</sub>e, which is equivalent to one greenhouse-grown cherry tomato. Audiobook emissions are 70 percent lower than reported last year, which is driven by a more recent energy intensity for data transmission.

### Product breakdown - Print Books

Within the Publishing segment, emissions primarily occur from the paper required for the books and transportation of the books. High-impact initiatives include using more sustainable paper for the books and fossil-free transportation. During 2022, emissions from the production process increased due to the war in Ukraine, which affected the energy market.



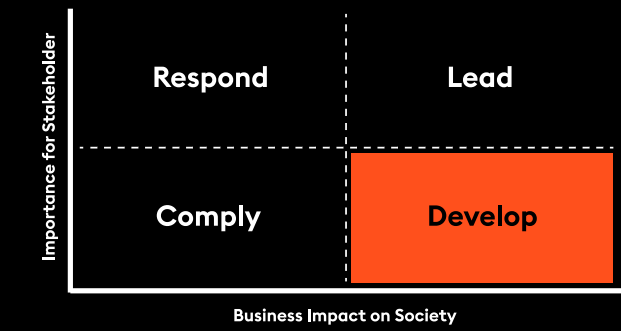
#### Print Book impact comparison

One printed book from Storytel Books emits on average 494 grams of CO<sub>2</sub>e. This is equivalent to 20 percent of a hamburger in terms of emissions.



## Resource Efficiency & Circularity

Supply chains are the engines of today’s global economy, serving to deliver goods and services around the world. A sustainable supply chain integrates ethical and environmentally responsible practices into a competitive and resilient model. As a signatory of UN Global Compact, Storytel wants to engage with its suppliers to address environmental impacts, apply a precautionary approach, and promote greater environmental responsibility and the usage of clean technologies across its value chain.



Opportunities & Risks	Primary Stakeholders	Policies & Guidelines
<div>+ Industry Leadership</div> <div>+ Decreased Scope 3 Emissions</div> <div>- Reputational damage</div> <div>- Increased supplier costs</div>	<div>Suppliers</div> <div>Authors</div> <div>Employees</div>	<div>Sustainability Policy</div> <div>Supplier Code of Conduct</div>

## Paper Usage

Norstedts Publishing Group, the largest publishing house within Storytel Books, strives to develop print production with environmental labels that meet high environmental requirements. As part of this environmental work, almost all books within the publishing group are printed on FSC-certified paper (Mixed Sources). Furthermore, all non-book products within the company are CE-certified (Conformité Européenne) according to European regulations. In 2021, Norstedts Förlagsgrupp switched paper type, which resulted in 30 percent lower emissions per printed book.

Unsold books are recycled in cooperation with our distribution partner Speed Logistics, which in turn engages a paper recycling center. The unsold books are chopped into small pieces and pressed into bales, which the paper recycling center runs to paper mills for reuse. These can be recycled 6–7 times before the fiber is consumed. Books with lower recycling quality, for example plasticized or thinner books with little paper, are taken care of in another flow to become paper material.

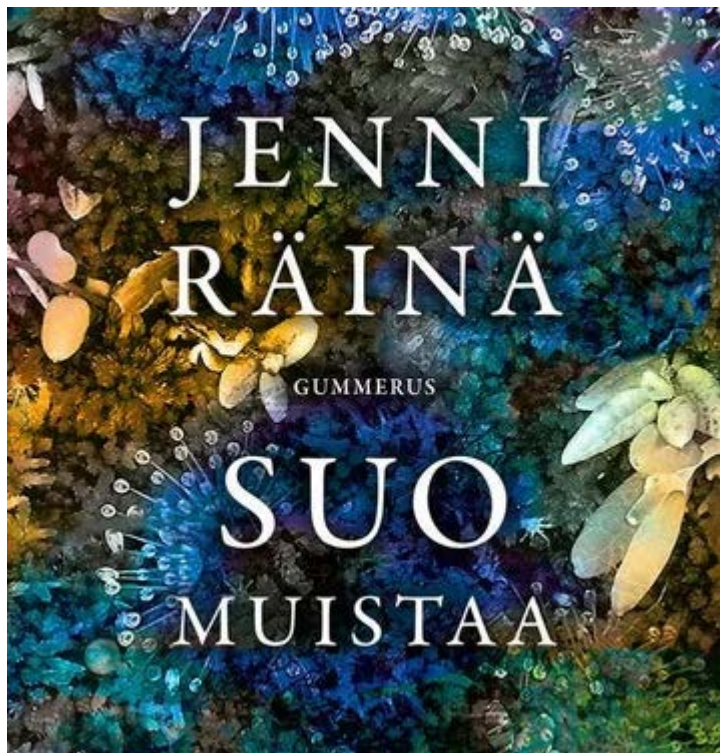
## Supplier Engagement

In 2022, Storytel introduced within the Streaming segment a Supplier Code of Conduct that is aligned with the UN Global Compact principles for responsible business. This SCoC extends to suppliers' subsidiaries, employees, consultants, subcontractors and other representatives. The Code of Conduct outlines expectations on suppliers' work with the following items:

- Labor rights
- Workplace safety
- Diversity, equality and non-discrimination
- Anti-corruption and anti-competitive behavior
- Personal data and confidential information
- Environmental responsibility

Since 2013, Norstedts Förlagsgrupp has had a strict code of conduct for its suppliers worldwide and prioritizes suppliers with a clear environmental policy. The Code of Conduct is based on internationally adopted initiatives and standards, such as the UN's Global Compact, the UN's declaration of human rights, the UN's conventions on children's rights and abolition of all forms of discrimination against women, OECD guidelines for multinationals companies and ILO conventions. Suppliers of both goods and services to Norstedts Publishing Group must meet the requirements of its Code of Conduct and take measures to ensure that subcontractors meet the requirements of the Code.

In Sweden, there is a climate initiative within the publishing industry to measure the industry's climate impact, create standards, put pressure on suppliers, and set industry-wide targets. Both the Publishing and Streaming divisions are involved in this initiative.



**The memory of Mire by Jenni Räinen with Ville-Veikko Niemelä and Anna Paavilainen**

**Gummerus Finland**

Suo muistaa (The Memory of Mire) is a topical and timely novel about swamps and people in the middle of the eco-crisis. It focuses on an eco-village restoring mires in the north of Finland and shows how our nature, landscape and even memories are disappearing.

Jenni Räinen (b. 1980) is a journalist and award-winning non-fiction author living in Oulu.

## Evaluation of Footprint 2022 goals

Green = Completed, Yellow = Ongoing/Partially completed, Red = Not started

2022 Goal	Status	Comment
Commit to the Science Based Targets Initiative and create a reduction plan.	●	Committed to the Science Based Targets Initiative. Work is ongoing to set long-term targets and a reduction plan.
Investigate emissions related to marketing to find action points for reduction.	●	Refined the emission calculation for online marketing and identified focus areas as part of the reduction plan.
Launch Green Office Guidelines that cover purchasing, recycling and waste management.	●	Green Office Guidelines completed but not yet rolled out.
Power 50 percent of Storytel's offices with renewable energy.	●	The number of offices with renewable energy increased from 31 percent in 2021 to 40 percent in 2022.
Launch a travel management service that automatically tracks and measures the carbon footprint of all business travel.	●	Rolled out in Sweden and Denmark, preparing for launch in additional markets.
Introduce fossil-free distribution of the Storytel Reader from the warehouse to the customer in all markets.	●	Deprioritized during the year.
Initiate a Sustainability Committee for the publishers within Storytel Books to increase knowledge-sharing and best practices.	●	New production strategy within Storytel Books to coordinate print practices with the goal to lower the climate impact.





# Fingerprint

## Well-being of people and partners

### Fingerprint Highlights 2022

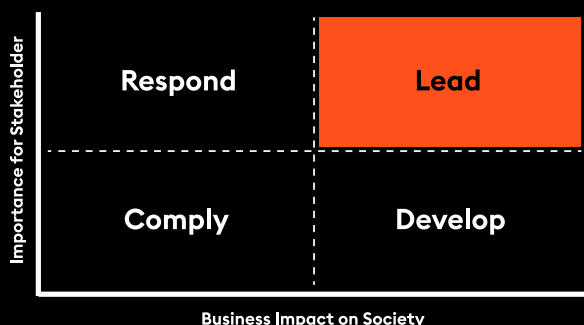
- Held IT security training across the organization
- Launched Supplier Code of Conduct

### Fingerprint Objectives 2023

- Achieve an eNPS and Engagement Score above industry benchmark.
- Prepare the Storytel Group for compliance with the Corporate Sustainability Reporting Directive (CSRD).

### Sustainable Business Model

Since its start in 2005, Storytel has been one of the leading actors in spearheading the digitalization of the book industry. Storytel has invested heavily in growing the industry: in local languages, authors, stories and narrators. The company's ambition is to have a fruitful relationship with publishers, authors, narrators and translators, and together nourish the storytelling tradition in different formats. For Storytel to operate successfully in the future, the business needs to be financially sustainable by assuring a profitable business model across our value chain.



Opportunities & Risks	Primary Stakeholders	Steering Documents
<ul style="list-style-type: none"> <li>+ Increased investment in the audiobook market</li> <li>+ Better access to financing</li> <li>- Failure to sign and maintain critical content agreements</li> <li>- Reputational damage</li> </ul>	<ul style="list-style-type: none"> <li>Investors</li> <li>Authors</li> <li>Publishers</li> </ul>	<ul style="list-style-type: none"> <li>Financial Policy</li> <li>Signing &amp; Approval Policy</li> <li>Code of Conduct</li> </ul>

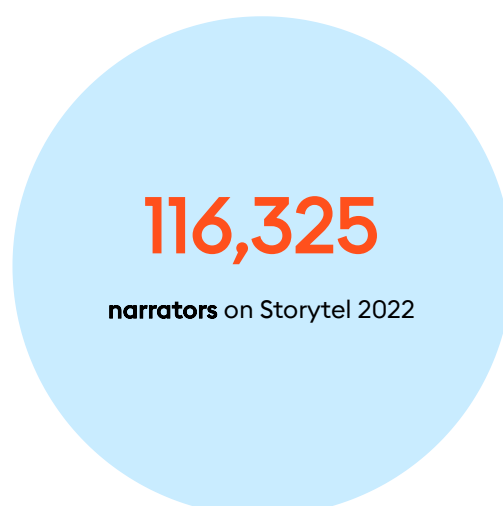
## Storytel Streaming's Business Model

Storytel's business model is about connecting storytellers and authors with their audience. Having a sustainable business model means setting the right price point for the customer while having terms with publishers that are sustainable for both Storytel and content providers. Storytel has a revenue share model, which means that a share of the income from the listeners' monthly fees is shared between Storytel and the publishers. Authors are then reimbursed by their publishers. In this way, all parties benefit when Storytel's business grows.

## Creating value for the Industry

Storytel, through its publishing labels and audiobook platform, has contributed to the strong growth of the book industry. By investing in marketing, we promote titles and authorships while contributing to the promotion of reading. One of Storytel's main tasks is to make the book relevant and ensure that existing and new authors reach the largest audience possible. We contribute to both increased book consumption and new revenue streams for many authors. Storytel has a global catalog of more than 1,100,000 titles in 41 languages. In 2022, more than 75 percent of the audiobooks consumed on Storytel had been released more than one year ago, also known as backlist titles. This helps bring older books and authorships back to life and find new audiences.

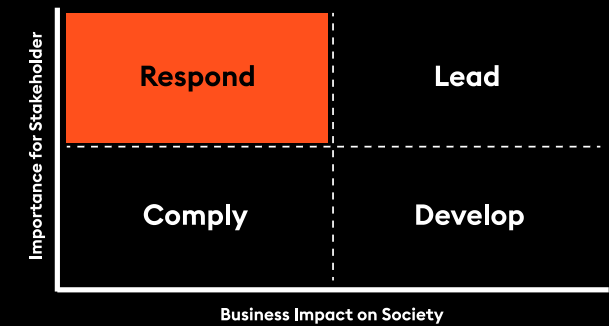
As a publisher of Storytel Originals, which are "audio first," Storytel develops the audiobook format. Storytel also produces licensed content, making existing books available in the audio format for the first time. When entering a new market, Storytel invests in building a catalog in the local language with local publishers and authorships. Of all consumption, 90 percent in each market is in the local language.





# Human Capital Development

Storytel’s ambition is to attract and develop exceptional people by nourishing a diverse workplace built on trust, innovation and collaboration. Storytel employees, and their contribution to a high-performing organization, are a cornerstone of the company’s ability to deliver on its strategy. Storytel strives to ensure a great workplace where employees are engaged, develop and feel good in order to attract, develop and retain talent.



Opportunities & Risks	Primary Stakeholders	Steering Documents
<div> + High Performing Organisation</div> <div> + Employer Brand</div> <div> - Failure to attract and retain key personnel, and associated costs</div> <div> - Employee absence</div>	<div>Employees</div> <div>Investors</div>	<div>Code of Conduct</div> <div>Employee Handbook (SE &amp; DK)</div> <div>Public Flexible Holidays Guidelines</div>

## Overview of The Storytel Group

The Storytel Group consists of two main divisions, Streaming and Publishing, which operate within the media & entertainment and print publishing industries, respectively. Storytel's streaming business is conducted under the brands Storytel, Mofibo (Denmark) and Audiobooks.com (North America) and operates in over 25 markets around the globe: Sweden, Norway, Denmark, Finland, the Netherlands, Belgium, Poland, South Korea, Germany, France, Spain, Iceland, Israel, UAE, the United States, Saudi Arabia, Egypt, Italy, Turkey, Brazil, Mexico, Colombia, Bulgaria, India, Indonesia, Singapore and Thailand. Storytel is headquartered in Stockholm, Sweden.

The publishing division comprises the specialized audiobook publisher StorySide and the Storytel subsidiary Storytel Books, which includes renowned publishing houses and imprints such as Swedish publishers Norstedts, Printz Publishing, Rabén & Sjögren, B. Wahlströms, Tiden, Brombergs, Lind & Co, the Danish publisher People's, and the Finnish publishers Gummerus and Aula & Co. Through its publishing houses and imprints, Storytel is a well-known publisher and literary agency in Europe and particularly in the Nordic countries.

Business Area	Primary Footprint by number of FTEs	Number of FTEs (Average during the year)
Storytel Streaming	Sweden, Denmark, North America (Audiobooks), Finland, Poland.	478
Storytel Books AB	Sweden	4
Storytel Books: Norstedts Förlagsgrupp	Sweden	98
Storytel Books: People's	Denmark	24
Storytel Books: Gummerus	Finland	26
Storytel Books: Lind & Co	Sweden	23
Storytel Books: Aula	Finland	5
		Total: 658

## Storytel Streaming - Organizational Development in 2022

In 2022, Storytel underwent a significant strategic shift, pivoting from a growth focus to a profitability focus, in response to both internal and external factors. This shift has also been accompanied by, and resulted in, considerable changes to the Storytel organization. In January, Hans Holger Albrecht was appointed Storytel's new chair of the Board. In February, Storytel's founder Jonas Tellander stepped down as CEO and Ingrid Bojner was appointed interim CEO. In March, Storytel announced significant downsizing of the global staff and an increased focus on its core markets. The global headcount was reduced by 33 percent during the year. In March, Storytel also ceased all operations in Russia as a result of the war in Ukraine. In August, Johannes Larcher was appointed CEO of the Storytel Group. Storytel made significant changes to its Streaming organization in 2022, but it was able to successfully turn the page and show EBITDA profitability in both Q3 and Q4.

## Storytel Streaming - Strategic Workforce Planning

Succession planning is discussed on an annual basis in Storytel's Remuneration Committee. Through Storytel's performance appraisal process and development goal-setting, the company is able to identify talent that can take on larger responsibilities. When recruiting, Storytel advertises a majority of new roles internally to promote opportunities. Storytel has an annual graduate trainee program that allows the trainee to experience various rotations throughout different departments before taking on a permanent role in the organization.

## Storytel Streaming - Learning & Development

Storytel employees have an annual appraisal talk with their manager to evaluate performance and development and set individual goals. This is followed up throughout the year with at least one mid-year review.

	2019	2020	2021*	2022	Target
“Storytel gives me opportunities to grow and develop”	84%	88%	82%**	61%	80% ( <i>Storytel gives me the opportunity to grow and develop my skill set</i> )
% of FTEs who have participated in an appraisal process		94%	93%	96%	100%

\* In 2021, Storytel switched to a new tool for internal surveys; in this process this question was broken down into several more detailed questions.

\*\* Storytel is a great company for me to make a contribution to my development.

There is an individual budget set for each employee to use for learning and development. Storytellers are also encouraged to take part in external training and webinars and are allowed to use their working time for this.

## Benefits & Incentives

### Loyalty programs

Storytel launched its first loyalty program in 2019, a stock option program where employees were granted options that could be exercised after three years. In 2022, Storytel launched a new performance-based long-term incentive program, in which some employees were offered restricted stock units that give the right to free shares. The options and restricted stock units are earned throughout certain dates during employment.

### Parental Salary

Storytel offers parental salary in Sweden, Denmark and Finland, where a majority of its employees are located.

### Hybrid Work

Storytel's hybrid work approach gives employees the opportunity to work from home or another location three days a week.

### Public Flexible Holidays

Storytel employees are offered public flexible holidays, which means that an employee can choose to work on a public holiday and instead take a free day on a day of their choice.

## Employee Engagement

Employee engagement is one of Storytel’s most important metrics and is assessed regularly. The employee net promoter score (eNPS) is calculated by asking employees if they would recommend their employer as a great place to work. During fall of 2021, we saw Storytel’s eNPS start to decline, and the average eNPS score for 2022 was -19. This is a significant drop from the previous years’ scores. The Employee Engagement Score is measured through five questions, for example if employees are proud to work at Storytel, if they think about looking for a new job, and if they would recommend Storytel as a great place to work. We could also see a decline in this score in 2022, from 82 to 50. Some metrics in the Engagement Score have dropped, and some are still high. We are happy to see that 74 percent of all employees say they are proud to work at Storytel in 2022. It is Storytel’s utmost priority to increase employee engagement in 2023 with the goals of landing over the industry benchmark in 2023 and in the long-term having an eNPS over 50.

	2019	2020	2021	2022	Industry benchmark (CultureAmp)	Long term target
Employee Engagement Score			82	50	74	>80
eNPS	54	52	49	-19	31	>50

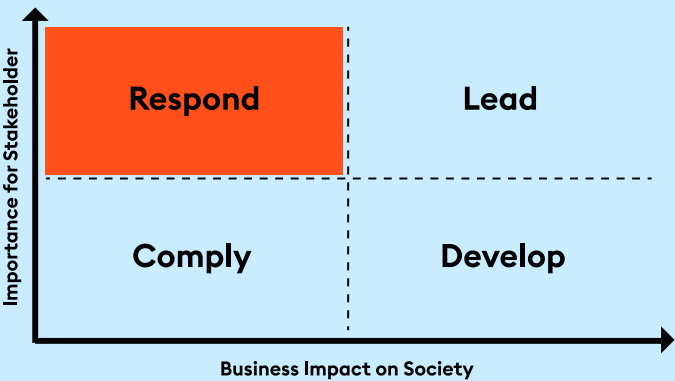
### Employee Wellbeing

One important measure to create a work environment where everyone feels safe to talk about well-being and prevent illness is to lower the threshold to dare to ask for help. Storytel has collaborated with an external company since 2020 to offer employees anonymous sessions with therapists; this has served as a stepping stone to talk more openly about mental health at Storytel.

In the summer of 2022, Storytel formed an employee task force for well-being, resulting in the launch of a number of initiatives aimed at increasing employee well-being. A mental health talk was also held in connection with Mental Health Day 2022. During the fall, Storytel arranged Storytel Moves, an initiative to promote movement of all kinds.

## Diversity, Equity & Inclusion

For Storytel to be successful in the long term, the workforce needs to be as diverse as the people and partners served. Storytel is committed to nurturing a diverse, equitable and inclusive working environment that empowers people to be themselves at work. Through Storytel’s content, service and operations, the company works to promote diversity, equity & inclusion.



Opportunities & Risks	Primary Stakeholders	Steering Documents
<ul style="list-style-type: none"> <li>+ Employer Brand</li> <li>+ Relevant catalog and service for a global audience</li> <li>- Failure to attract and retain key personnel</li> </ul>	<ul style="list-style-type: none"> <li>Employees</li> <li>Authors Investors</li> </ul>	<ul style="list-style-type: none"> <li>Code of Conduct</li> <li>Supplier Code of Conduct</li> <li>Work Environment Instruction</li> </ul>

## Diversity Plan

Storytel has employees all over the world and welcomes people of all genders, identities, disabilities, sexual orientations, ethnicities, ages, religions or other beliefs. Storytel's Diversity Plan covers topics such as working conditions, practices on salaries, recruitment and promotion, education and competence, development, and the possibility to combine work life and parenthood. Every year, Storytel maps the salaries in Sweden and Denmark, where 66 percent of all employees are located, to detect and prevent gender pay gaps.

In December 2022, Storytel sent a Diversity and Inclusion survey to all employees at Storytel. The purpose of this anonymous survey was to gain insight into and evaluate the work that had been done within diversity, equity and inclusion and discover any potentially necessary actions.

87%

of employees feel that they can be their authentic selves

71%

of employees feel that Storytel values diversity

93%

of employees feel respected by their manager

72%

of employees feel they belong at Storytel

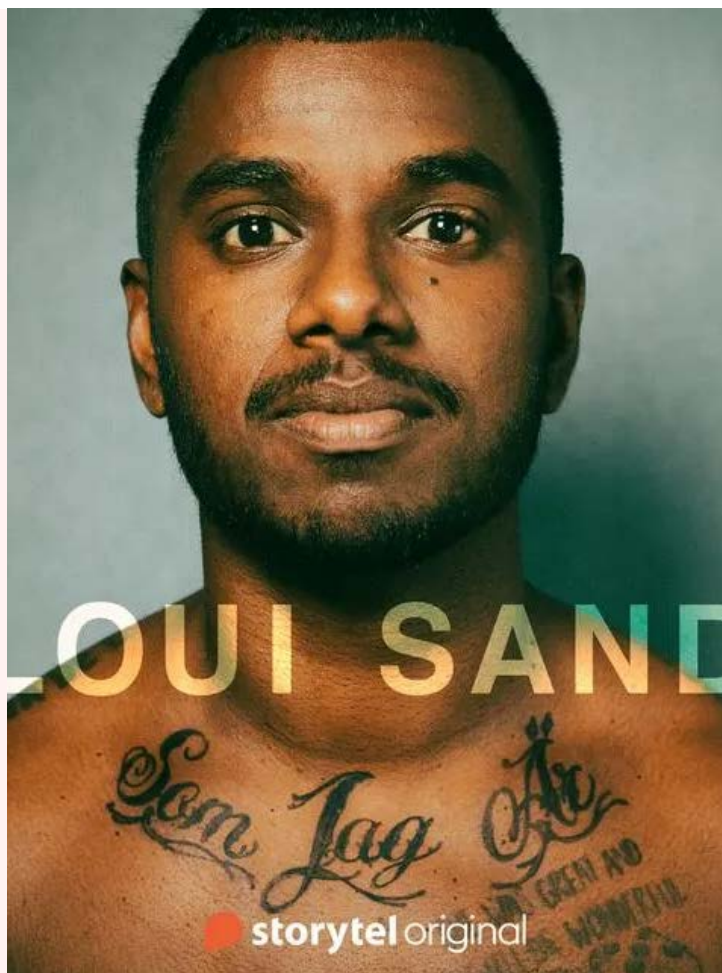
## Diversity Policy Board of Directors

Storytel, through its Nomination Committee, strives for the Board of Directors to have a composition that is appropriate with regard to the company's operations, development stage and other conditions, characterized by versatility and breadth regarding the competence, experience, age, education and professional background of the members elected by the AGM. An even gender distribution must be sought.

## Equal Opportunity

Equal opportunity is about ensuring a good work environment for all and an unbiased recruitment process. Storytel's Work Environment Instructions outline the goals and responsibilities with regard to the workplace and what Storytel accepts and does not accept. Storytel investigates all cases of poor health and accidents or incidents at work or during work time. Storytel does not accept, and works proactively to prevent, any type of discrimination, harassment, sexual harassment and retaliation. The whistleblowing tool enables employees to anonymously report shortcomings in the work environment. Leadership is an essential part of a good work environment, and during 2023 we will renew Storytel's leadership principles and set a new leadership program.

Storytel has started using anonymous applications in its recruiting and is working on scaling these to cover more recruitment processes. Hiring managers have also received training in unbiased recruitment.



## As I am by Loui Sand and Mari-Anne Knutas with Loui Sand

### Storytel Sweden

In 2019, after more than 100 international handball matches, Louise Sand suddenly announces that her career is over. The sports pages are filled with headlines quoting Sands' own words about the initiation of an investigation into gender dysphoria. At age 26, Louise stops, and Loui starts. A new true life can finally begin. In the audiobook "As I Am," Loui talks about life, identity, sports, love and prejudice. It is a story about tough and sensitive questions, and Loui opens up in an honest way, for his own sake, but also for other people going through hardships.

## Age and Gender Distribution - Storytel Streaming

Data is based on permanent employees at Storytel Streaming (excluding consultants, temporary employees and interns) as at December 31, 2022.

### Age distribution

	<30	31-50	50+
Board of Directors		25%	75%
Management Team	0%	89%	11%
Managers	7%	85%	8%
Employees	24%	71%	5%

### Gender distribution

	Female	Male	Other	Undeclared
Board of Directors	37,5%	62,5%		
Management Team	55,5%	44,5%		
Managers	53%	47%		
Employees	56,5%	43,3%	>1%	

## Age and Gender Distribution - Audiobooks.com

Data is based on permanent employees at Audiobooks.com (excluding consultants, temporary employees and interns) as at December 31, 2022.

### Age distribution

	<30	31-50	50+
Management Team		100%	
Managers	25%	75%	
Employees	39%	57%	4%

### Gender distribution

	Female	Male	Other	Undeclared
Management Team		100%		
Managers	50%	50%		
Employees	68%	32%		

## Age and Gender Distribution - Storytel Books

Data is based on permanent employees at Storytel Books (excluding consultants, temporary employees and interns) as at December 31, 2022. This includes Norstedts Förlagsgrupp, Gummerus, People's, Aula & Co and Lind & Co. Each publishing house has its own Board of Directors and management team.

### Age distribution

	<30	31-50	50+
Board of Directors	0%	72%	28%
Management Team	0%	47%	53%
Managers	0%	43%	57%
Employees	4%	65%	31%

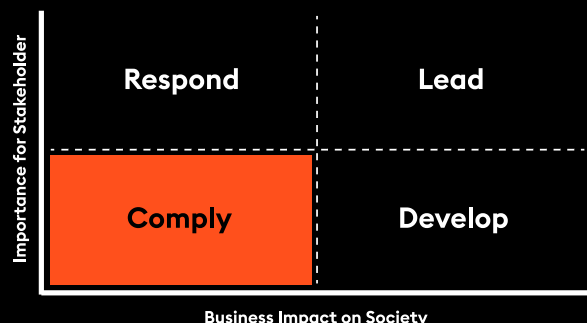
### Gender distribution

	Female	Male	Other	Undeclared
Board of Directors	84%	16%		
Management Team	59%	41%		
Managers	79%	21%		
Employees	84%	16%		



## Business Ethics & Compliance

Growing sustainably means ensuring ethical business practices and compliance across the organization and value chain. Storytel is committed to operating with high ethical standards, and policies are vital documents for assuring compliance and steering Storytel employees to act ethically and in line with its Code of Conduct. Storytel is also committed to UN Global Compact and has zero tolerance for corruption and anti-competitive behavior.



Opportunities & Risks	Primary Stakeholders	Steering Documents
<ul style="list-style-type: none"> <li>- Failure to adhere to core values, policies and guidelines</li> <li>- Legal proceedings, fines and penalties</li> <li>- Reputational damage</li> </ul>	<ul style="list-style-type: none"> <li>Employees</li> <li>Investors</li> </ul>	<ul style="list-style-type: none"> <li>Code of Conduct</li> <li>Anti-Bribery and Corruption Guidelines</li> <li>Whistleblowing Instruction</li> <li>Risk Management and Compliance Policy</li> <li>Trade Sanctions Instruction</li> <li>Insider and Communication Policy</li> <li>Work Environment Instructions Sustainability Policy</li> <li>Supplier Code of Conduct</li> </ul>

## Policy Development

Storytel policies are vital documents in assuring compliance within the organization and to steer Storytel employees to act ethically and in line with the Code of Conduct. There are several global instructions and guidelines that complement the policies and give more information. Each policy is reviewed and revised on an annual basis or more often if needed.

## Compliance Program

Storytel has a compliance program focused on ethical business practices, and compliance training is part of the onboarding process for all new employees. During their initial weeks of employment, all new employees are expected to read and understand the Code of Conduct, the global policies, the Information Security Instruction and the Work Environment Instruction. All new employees must sign the Code of Conduct.

## Anti-corruption, bribery and fair competition

Storytel is committed to full compliance with applicable antitrust and competition laws and regulations in the countries in which it operates. Storytel's Code of Conduct outlines zero tolerance for bribes and corruption and includes specific instructions for avoiding or declaring potential conflicts of interest. Since 2020, all new employees within Storytel Streaming must sign the Code of Conduct as part of the employment contract. As per December 31 2022, 57 percent of employees within Storytel Streaming have signed the Code of Conduct. As the company grows, so does its presence in countries where both legislation and the business operational environment may differ and be more challenging. This changing landscape has amplified the level of risk: both in terms of an increased risk of incidents in these countries and the risk that different cultures have different perceptions of what corruption is and what is regarded as accepted business practice. Storytel implemented a Supplier Code of Conduct in 2022 to support its work to ensure that we use ethical business partners.

Storytel works proactively to mitigate these risks through different parts of its compliance program, through onboarding, and by providing awareness training and legal expertise. We offer a whistleblowing tool to ensure that stakeholders can report misconduct anonymously if needed.

## Whistleblowing Tool

To raise concerns regarding serious misconduct that should be prevented or corrected, Storytel stakeholders can make anonymous reports using a whistleblowing channel provided by a third party and managed by a team at Storytel. The service is independent of Storytel's IT solution and does not track IP addresses or other data that could identify the person sending a message. Storytel has whistleblowing instructions in place to guide such stakeholders, and the tool can be accessed easily on the intranet.

## Work Environment

Storytel has a Work Environment Committee in Sweden and Denmark with representation from both employees and management. Storytel's Global Work Environment Policy outlines the work environment that Storytel provides and what is expected of each employee in terms of behavior and responsibility. As stated in the Code of Conduct, Storytel has zero tolerance for harassment, bullying and retaliation. If Storytel is made aware of or suspects that someone has been subject to, or has subjected someone else to, harassment, sexual harassment, bullying or retaliation, Storytel will initiate an investigation and take appropriate action, which can include termination of employment. Anyone is able to anonymously report incidents through the whistleblowing tool.

## Sustainability Policy

Storytel has a Sustainability Policy that applies to all Storytel employees and consultants. The purpose of this policy is to describe Storytel's approach to sustainability, outline the guiding principles and objectives, and guide employees to make sustainable decisions in their everyday work and when cooperating with external partners.

- We are committed to pursuing sustainable growth and we act for the long term
- We are committed to minimizing our environmental impact
- We are committed to adding value to people's lives with our products and services
- We are committed to protecting the integrity of our customers and partners
- We are committed to equality and diversity
- We are committed to cultivating a sustainable workplace
- We are committed to doing business with high ethical standards

## Commitment to Human Rights

In 2021, Storytel became a participant of UN Global Compact (UNGC). Storytel has incorporated the ten principles into the company's Sustainability Policy. In 2022, Storytel launched a Supplier Code of Conduct that requires suppliers to operate in line with the UN Global Compact principles. Storytel is working on developing measurements for its work with Human Rights that can be disclosed and followed up on.

Storytel Books, Norstedts Förlagsgrupp, Gummerus and People's are members of their respective national PEN Organizations. Norstedts Förlagsgrupp is also a member of the International Publishers Association, PEN International and shareholder of WEXFO.

## Corporate Sustainability Reporting Directive (CSRD)

In November 2022, the European Parliament voted overwhelmingly to pass the Corporate Sustainability Reporting Directive (CSRD). In 2023, Storytel will initiate a cross-functional task force to map the requirements, perform a gap analysis, and identify Storytel Group's path forward toward compliance with the CSRD.



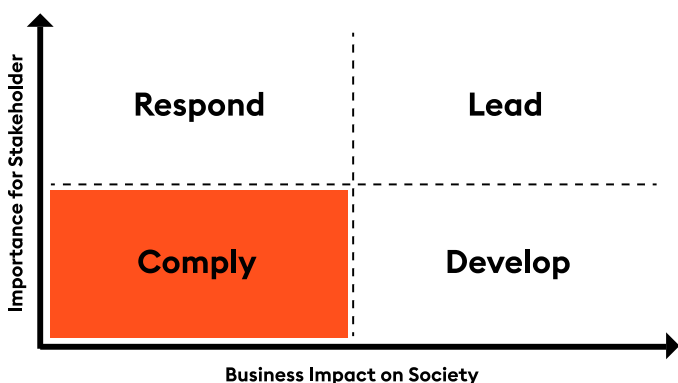
## Zona - stories from the restricted zone by Marcin Kołodziejczyk and Marta Mazus with Maciej Stuhr and more

### Storytel Poland

Zona is a reporter's story about the people in a strip of land near the Polish-Belarusian border. A state of emergency area, a restricted zone and a new blind spot on the map. Imagine. One day they just take over your land and you have no say. They wear uniforms, and they've found proof that you are helping refugees in the zone, who in their eyes are dangerous agents of foreign powers. This zone really happened. In the 21st century, in the middle of Europe. In Poland. This is a story about people who—to act humanely—were forced to break the law. Mazus is a reporter who has been describing the lives of refugees in Bosnia, France and Great Britain, and Kołodziejczyk is a writer who has won Amnesty's International's Pen of Hope. The project was made in partnership with the Ocalenie Foundation and the Granica Group.

## Cyber Security & Data Privacy

Information security and data protection are important for customers of digital products and services and are a central part of Storytel's overall work with compliance, risk, and control. It is Storytel's ambition to take a proactive approach to promote privacy and data protection throughout the entire data, IT and process lifecycle and to embed privacy by design in Storytel's services. Moreover, Storytel works to ensure adequate training internally to manage security and privacy.



Risks	Primary Stakeholders	Steering Documents
<ul style="list-style-type: none"> <li>- Unlawful use of personal data</li> <li>- Cyber security attacks</li> <li>- Reputational damage</li> </ul>	<ul style="list-style-type: none"> <li>Employees</li> <li>Contractors</li> <li>Customers</li> <li>Partners</li> <li>Investors</li> </ul>	<ul style="list-style-type: none"> <li>Information Security Policy</li> <li>Information Security Instruction</li> <li>Supplier Code of Conduct</li> <li>Partnership Guidelines</li> </ul>

## Overview

Storytel operates in a large number of countries both within and outside of the EU/EEA, of which many have implemented national laws for data protection. This places high demands on the organization, both technically and in terms of how it is organized, and there is a risk that Storytel will not implement processes to accommodate this as fast as or to the extent required.

Storytel's approach for implementing adequate levels of data protection is to have processes and procedures in place and make these an integral part of business operations. In 2022, Storytel continued to work with sustainable expansion, taking into account local data protection and information security requirements and strengthening internal processes, dedicated resources, and global collaboration within this area.

## Policies and Processes

The Information Security Policy, which is approved by the Board of Directors and applies to all Storytel companies, employees and consultants, describes the overall principles set proactively to protect data, information, and IT assets from unauthorized use and inappropriate disclosure. For data protection, there are two main privacy governing documents: an external Privacy Policy for customers and an internal Privacy Instruction aimed to guide employees and contractors in privacy processes. All of Storytel's central governing documents are supported by more detailed instructions and procedures. No affiliate in the Group may adopt practices that go against these governing documents unless required by national law.

Storytel's policies and processes are reviewed continuously to provide accessible and practical information and tools for all employees & contractors. To implement data protection and information security organically into the organization, Storytel has a data privacy coordinator network that continuously works to improve internal data protection processes.

## Security Team

Storytel employs a dedicated security team that is responsible for key security activities.

## Security Audit & Assurance

Storytel's public-facing systems are continuously assessed by security researchers through a private bounty program. One of the premier bug bounty platforms hosts the bug bounty program, and researchers are rewarded cash bounties. In addition to manual assessments, Storytel is also using commercial automated security scanners that continuously scan & monitor the security posture of Storytel's systems.

## Vulnerability Disclosure Program







The Storytel Vulnerability Disclosure program is open for anyone to disclose security findings to the Storytel Security Team. It is accessible here: <https://security.storytel.com>

## Awareness Training

Storytel employees and contractors undergo continuous information security and data protection awareness training to guarantee adequate understanding and practical guidance on the processes and written procedures in place to ensure compliance. Prioritized activities for information security and data protection during 2022 included cyber risk workshops, increased efforts in a systemized security awareness training program, data protection training, process improvements, and increased focus on information security requirements and follow-ups aimed at third parties.

## Evaluation of Fingerprint 2022 goals

*Green = Completed, Yellow = Ongoing/Partially completed, Red = Not started*

2022 Goal	Status	Comment
Have an employee net promoter score (eNPS) for employee satisfaction over 50.		Target not achieved but remains a top priority. Read more in the Human Capital Development section.
Launch 1-3 employee well-being initiatives.		During 2022 there have been several initiatives for employee well-being; read more in the Human Capital Development section.
Oversee Storytel's recruitment process to reduce unconscious biases and enable the business to identify and recruit talent.		Training for hiring managers, upscaling the amount of anonymous applications in the recruitment process.
Through Storytel Books, support different international freedom of expression projects.		In 2022, International PEN turned 100, and Norstedts förlagsgrupp helped organize celebrations in Sweden.
Continue integrating the ten principles of the UN Global Compact into Storytel's operations.		Storytel participated in the United Nations SDG Accelerator Programme.
Launch a supplier code of conduct that aligns with UN Global Compact principles.		Read more in the Resource Efficiency & Circularity and Business Ethics & Compliance sections.