# Interim Report





## **Highlights**

## **Q2** Financial Highlights

- Streaming revenue up 13% from Q2 2022 to 799 (704) MSEK, 15% excluding Russia
- Group net sales increased by 9% from Q2 2022 to 851 (781) MSEK, 11% excluding Russia
- Gross profit of 333 (290) MSEK, equaling a margin of 39.1% (37.2%)
- EBITDA of 40 (-6) MSEK equaling a margin of 4.6% (-0.7%). Adjusted for items affecting comparability, EBITDA last year amounted to 13 MSEK
- Basic and diluted earnings per share amounted to -0.41 (-0.80) SEK
- Cash flow from operations before changes in working capital amounted to 24 (-55) MSEK
- Operational cash flow amounted to -5 (-49) MSEK

### **Q2** Other Highlights

- Storytel Awards surpasses the milestone of 200,000 votes audiobook fan engagement soaring to record levels.
- Significant multi-year agreement with Bulgaria's largest telco A1 Bulgaria. The deal makes Storytel part of exclusive selection of premium services on A1 Bulgaria's platform, reaching more than 4 million potential customers.
- Storytel acquired the rights to the Finnish bestselling Koskinen crime series.
- Storytel held a Capital Markets Day and presented mid-term financial targets together with the strategic direction to further strengthen its leading position.
- Storytel entered into a strategic partnership with ElevenLabs and announced the upcoming launch of a new VoiceSwitcher feature.

## Highlights after the End of the Quarter

- Storytel entered into a strategic partnership with Telenor-owned CBB Mobil, a Danish provider of communications and entertainment services, to accelerate growth in Denmark.
- Storytel launched the first version of its new VoiceSwitcher feature together with ElevenLabs, available in all markets on selected books in the English language.

## **CEO-statement**

#### A strong foundation for sustainable and profitable growth

In the second quarter of 2023, we saw strong streaming growth through continued execution of our profitable growth strategy, with focus on improving operational and financial performance.

The second quarter marked the fifth consecutive quarter of positive Group EBITDA and underlines the improvements that have been made. Storytel Streaming saw extended organic revenue growth. increased ARPU, solid subscriber growth and subscriber engagement as well as stable and healthy churn levels. Our disciplined approach is laying the foundation for continued profitable growth, supported by near-term operational improvements across our business. In the quarter, we demonstrated continued progress through new Partnership agreements, improved Content economics, and the concluded successful implementation of new service tiers and price levels in the Nordics. We have fine-tuned our strategic plan and presented new mid-term financial targets at our Capital Markets Day in Stockholm on June 13.

## New mid-term financial targets and updated strategic direction

At our Capital Markets Day, we provided the market with a detailed update on the Group's strategic direction and operations, as well as new mid-term financial targets. The Board of Directors has decided on the following mid-term financial targets:

#### Revenue

- Total net sales to reach at least 5,000 MSEK in 2026 through organic growth
- Organic average annual streaming revenue growth of 15 percent

#### **EBITDA** margin

• EBITDA margin of at least 12 percent in 2026, with a long-term ambition of 15 percent or higher

#### **CAPEX**

- CAPEX of about 5 percent of Group revenue
- Positive and significant increase in operational cash flow from 2023

The targets are ambitious but attainable and my executive team and I are fully committed to deliver in line with these targets. Jointly, we have set the direction for the company going forward and how we will deliver, step by step, to reach our mid-term financial targets. Storytel is already a well-positioned leader in the fast growing audiobooks industry, and our strategy of operating both D2C Streaming services and leading publishing houses provides us with valuable advantages. We will allocate our resources to markets with the right conditions for success, and by continuously increasing our subscriber base, we will deliver profitable growth over time.

## Strong revenue growth and improved profitability in the second quarter

Streaming revenue excluding Russia increased by 15%, and amounted to 799 (693) MSEK, driven by a solid performance in the Nordic region and in most of our growth markets. ARPU grew 12% to 130 (116) SEK. Group net sales for the quarter grew 11% excluding Russia and totaled 851 (770) MSEK. The gross margin was 39.1% (37.2%), an increase by 1.9 percentage points versus the same quarter last year. The EBITDA margin improved to 4.6%, compared to a margin of 1.6% in Q2 2022, adjusted for items affecting comparability.

Cash flow from operations before changes in working capital was 24 (-55) MSEK and operational cash flow amounted to -5 (-49) MSEK. The improvement was derived from our strategic shift to focus on profitable growth.

#### Solid progress for our Partnerships Team

Our newly formed Partnerships team is dedicated to bringing more listeners to the platform through partners such as mobile app stores, OEMs, telcos, financial services and e-commerce players. The team delivered solid progress in the quarter with

multiple agreements with new partners across different geographies and verticals.

In April, we closed a significant multi-year agreement with Bulgaria's largest telco, A1 Bulgaria, a part of the A1 Group that currently has over 26 million users across seven European countries. This agreement allows Storytel Bulgaria access to 4 million potential customers.

After the end of the quarter, in July, we entered into a strategic partnership with Telenor-owned CBB Mobil – a Danish provider of communications and entertainment services. The partnership enables Mofibo – part of Storytel and the largest distributor and reading platform for audiobooks and e-books in Denmark – to be part of CBB's streaming offering and thereby increasing Storytel's reach in one of our top ten markets.

## Great Content and personalization driving subscriber growth

As a leader in the spoken-word audio entertainment space, our mission is to move the world through story. We are increasingly focused on Content as one of the core pillars of our strategy. With a dedicated global Content team in charge, we aim to bring more and widely appealing content to our audiences, and we are expanding our activities in the areas of Original and exclusive content to attract and retain the most valuable customers with high levels of loyalty, high ARPU, and high lifetime value.

In May, we announced the acquisition of the rights to the Finnish bestselling Koskinen crime series, which is a huge success spanning over four decades in Finland. The agreement gives our digital publishing house Storyside the rights to Jokinen's popular catalog, including a new Koskinen adventure planned for release in the Spring of 2024. In June, we announced an exclusive partnership with the leading Al speech software provider ElevenLabs. The collaboration will include the development of

Al voices specifically tailored to our core markets and the production of Al narrated audiobooks. A new VoiceSwitcher feature will allow enhanced personalization of our service, facilitating a truly unique and customized listening experience. The first version of the new VoiceSwitcher was launched in July, available in all markets on selected books in the English language.

#### Near term guidance

Our full-year guidance from February remains unchanged with organic streaming revenue growth in line with the previous year, an increased EBITDA margin versus 2022, and at least a break-even operational cash flow (EBITDA – operational capex).

Finally, I want to take this opportunity to thank the audience and the great interest in Storytel's Capital Markets Day in June and wish all customers, partners and employees a great end of the summer.

Stockholm in August

Johannes Larcher, CEO



Table 1: Key Performance Indicators

TSEK	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Streaming Total <sup>1</sup>					
Revenue	704,454	742,426	742,283	742,081	798,881
Revenue excl Russia	693,464	732,837	742,374	742,081	798,881
Gross profit	278,554	307,463	304,594	317,067	344,949
Gross margin	39.5%	41.4%	41.0%	42.7%	43.2%
Avg. Paying Subscribers	2,031,000	2,064,000	2,036,000	2,041,000	2,055,000
ARPU (SEK/month)	116	120	122	121	130
ARTO (SERVINORIII)	110	120	122	121	130
Streaming Nordics <sup>1</sup>					
Revenue	469,390	492,765	498,336	496,630	543,765
Gross profit	177,354	189,289	184,767	200,992	227,364
Gross margin	37.8%	38.4%	37.1%	40.5%	41.8%
Avg. Paying Subscribers	1,078,000		1,132,000	1,125,000	1,122,000
	1,076,000	1,129,000			1,122,000
ARPU (SEK/month)	145	145	147	147	102
Streaming Non-Nordics					
Revenue	235,064	249,662	243,947	245,451	255,117
Revenue excl Russia	224,074	240,073	244,038	245,451	255,117
Gross profit	101,190	118,173	119,828	116,075	117,585
	43.0%	47.3%	49.1%	47.3%	46.1%
Gross margin					
Avg. Paying Subscribers	953,000	935,000	904,000	916,000	933,000
ARPU (SEK/month)	82	89	90	89	91
Books					
Revenue	156,999	147,199	193,069	130,083	128,668
Gross profit	78,185	81,916	85,141	68,472	67,525
	49.8%	55.6%	44.1%	52.6%	52.5%
Gross margin	49.070	55.0%	44.170	32.0%	32.376
Group total <sup>2</sup>					
Revenue	780,730	805,819	866,663	796,293	851,070
Gross profit	290,363	311,907	322,377	315,501	333,183
Gross margin	37.2%	38.7%	37.2%	39.6%	39.1%
<b>Revenue Growth YoY</b>	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023
Streaming Total <sup>1</sup>					
Revenue	29.2%	27.3%	22.7%	6.2%	13.4%
Revenue excl Russia	31.0%	29.5%	27.0%	9.2%	15.2%
Revenue – CER	25.6%	22.0%	16.6%	2.9%	9.8%
Streaming Nordics <sup>1</sup>					
Revenue	10.9%	10.2%	8.6%	8.3%	15.8%
Revenue – CER	8.5%	6.9%	4.8%	6.8%	13.9%
Otro aminor Nama Namalina					
Streaming Non-Nordics	00.50/	00.70/	07.00/	0.007	0.50/
Revenue	92.5%	83.7%	67.0%	2.3%	8.5%
Revenue excl Russia	111.6%	102.2%	94.5%	11.0%	13.9%
Revenue – CER	85.1%	71.7%	53.5%	-4.7%	1.6%
Books					
	A 70/	10 20/	E E0/	-12.9%	-18.0%
Revenue CEP	4.7%	-18.3%	-5.5% 7.0%		
Revenue – CER	3.6%	-19.4%	-7.0%	-14.6%	-20.0%

<sup>&</sup>lt;sup>1</sup> Streaming revenue includes all of Storytel Norway's revenue.
<sup>2</sup> In the consolidated accounts, Storytel Norway is reported in accordance with the equity method. As a result, the Streaming revenue listed in Table 1 is higher than in the consolidated statement of accounts in order to provide a more accurate figure for average revenue per subscriber. Please see Note 5 for additional details.

## Developments during the second quarter, Group

Comparative figures in brackets pertain to the second quarter 2022

#### Net sales

Group net sales for the quarter increased by 9% from the comparative period to 851.1 (780.7) MSEK, and increased by 11% when excluding Russia. The increase is driven by solid growth in the Streaming segment's top markets, especially the Nordics, while the Books segment's external sales declined in line with expectations. In the US, Audiobooks.com continued its focus on increased profitability rather than revenue growth. Organic streaming revenue growth, when excluding Audiobooks.com and Russia, was 14% at constant exchange rates in the second quarter.

Average paying streaming subscribers increased by 14,000 during the quarter and amounted to 2,055,000 with an average ARPU of 130 (116) SEK. The increase in the subscriber base versus the same quarter last year is explained by growth within the Nordic segment. Net subscriber intake was strong in the latter part of the quarter.

#### Gross profit

Cost of sales for the period totaled -517.9 (-490.4) MSEK. Gross profit amounted to 333.2 (290.4) MSEK, which equals a gross margin of 39.1% (37.2%). The gross margin increased by 1.9 percentage points versus the same quarter last year, and decreased by 0.5 percentage points versus the first quarter of 2023. The improvement was mainly explained by positive development in the streaming business.

#### **EBITDA**

EBITDA for the period totaled 39.6 (-5.7) MSEK, which equals an EBITDA margin of 4.6% (-0.7%). Adjusted for items affecting comparability, EBITDA last year amounted to 12.8 MSEK. The significant improvement is driven by the strategic shift to focus on profitable growth.

#### Operating profit

Operating profit for the quarter totaled -29.4 (-94.5) MSEK. The comparable quarter included items affecting comparability of -45.6 MSEK. The improvement was to a large extent derived from the above outlined strategic shift to focus on profitable growth.

Selling and marketing expenses decreased by 17.8% to -218.8 (-266.1) MSEK. The comparable quarter included items affecting comparability totaling -6.1 MSEK.

Technology and development expenses totaled -63.9 (-72.1) MSEK, which includes continuous investments in the platform, striving to increase subscriber engagement. The comparable quarter included items affecting comparability totaling -14.1 MSEK.

General and administrative expenses totaled -95.6 (-59.6) MSEK. The increase is mainly due to the strategic shift and reorganization of 2022 that resulted in an increased centralization of certain functions and of the management team, as well as effects on accruals in the cost base last year in relation to the reorganization and of long-term incentive programs. The comparable quarter included items affecting comparability totaling -0.8 MSEK.

Group total	Q2 2023	Q2 2022
Net sales	851.1	780.7
Cost of sales	-517.9	-490.4
Gross profit	333.2	290.4
Selling and marketing expenses	-218.8	-266.1
Technology and development expenses	-63.9	-72.1
Administrative expenses	-95.6	-59.6
Other operating income	13.8	13.5
Profit from participations in associates	2.0	-0.5
Operating profit/loss	-29.4	-94.5
Net financial items	11.4	31.5
Profit before tax	-18.0	-62.9

#### Net profit

Profit before tax for the period amounted to -18.0 (-62.9) MSEK.

Net financial items for the period totaled 11.4 (31.5) MSEK. The amount includes a 21.5 (44.8) MSEK positive FX effect from a USD denominated commitment derived from the acquisition of Audiobooks.com, -10.5 (-9.1) MSEK in net interest costs, and other FX effects from the revaluation of certain balance sheet items.

Taxes for the quarter amounted to -12.7 (8.6) MSEK.

Net profit for the quarter amounted to -30.7 (-54.4) MSEK.

Earnings per share for the period totaled -0.41 (-0.80) SEK, before and after dilution.

#### Cash flow

Cash flow from operating activities before changes in working capital was 24.3 (-54.7) MSEK, with the improvement driven by the strategic shift to focus on profitable growth. The change in working capital was 12,1 (-9.5) MSEK, resulting in cash flow from operating activities of 36.4 (-64.2) MSEK for the quarter. Cash flow from investing activities was -52.2 (-69.8) MSEK. Cash flow from financing activities was -10.4 (139.8) MSEK. Total cash flow for the period was -26.2 (5.8) MSEK.

## Developments during January-June 2023, Group

Comparative figures in brackets pertain to the period January-June 2022

#### Net sales

Group net sales for the period increased by 8% from the comparative period to 1,647.4 (1,527.9) MSEK, and increased by 10% when excluding Russia. The increase is driven by solid growth in the Streaming segment's top markets, especially the Nordics, while the Books segment's external sales declined in line with expectations. In the US, Audiobooks.com continued its focus on increased profitability rather than revenue growth. Organic streaming revenue growth, when excluding Audiobooks.com and Russia, was 11% at constant exchange rates in the period.

Average paying streaming subscribers increased by over 7,000 during the period and amounted to 2,048,000 with an average ARPU of 125 (115) SEK. The increase in the subscriber base versus the same period last year is explained by growth within the Nordics segment. Net subscriber intake was strong in the latter part of the second quarter.

#### Gross profit

Cost of sales for the period totaled -998.7 (-949.0) MSEK. Gross profit amounted to 648.7 (578.9) MSEK, which equals a gross margin of 39.4% (37.9%). The gross margin increased by 1.5 percentage point versus the same period last year. The improvement was mainly explained by positive development in the streaming business.

#### **EBITDA**

EBITDA for the period totaled 70.1 (-154.1) MSEK, which equals an EBITDA margin of 4.3% (-10.1%). The corresponding period last year contained items affecting comparability of 134.2 MSEK; adjusted for this, the EBITDA last year amounted to -19.9 MSEK. The significant improvement is driven by the strategic shift to focus on profitable growth.

#### Operating profit

Operating profit for the period totaled -77.4 (-321.4) MSEK. The comparable period included items affecting comparability totaling -179.1 MSEK. The improvement was to a large extent derived from the above outlined strategic shift to focus on profitable growth.

Selling and marketing expenses decreased by 24.3% to -424.5 (-560.6) MSEK. The comparable quarter included items affecting comparability totaling -25.6 MSEK.

Technology and development expenses totaled -133.4 (-168.5) MSEK, which includes continuous investments in the platform, striving to increase subscriber engagement. The comparable quarter included items affecting comparability totaling -57.4 MSEK.

General and administrative expenses totaled -192.7 (-189.3) MSEK. The increase is mainly due to the strategic shift and reorganization of 2022 that resulted in an increased centralization of certain functions and of the management team, as well as effects on accruals in the cost base last year in relation to the reorganization and of long-term incentive programs. The comparable quarter included items affecting comparability totaling -60.5 MSEK.

Group total	Q1-Q2 2023	Q1-Q2 2022
Net sales	1647.4	1527.9
Cost of sales	-998.7	-949.0
Gross profit	648.7	578.9
Selling and marketing expenses	-424.5	-560.6
Technology and development expenses	-133.4	-168.5
Administrative expenses	-192.7	-189.3
Other operating income	19.1	19.5
Profit from participations in associates	5.5	-1.4
Operating profit/loss	-77.4	-321.4
Net financial items	-4.9	25.1
Profit before tax	-82.3	-296.3

#### Net profit

Profit before tax for the period amounted to -82.3 (-296.3) MSEK.

Net financial items for the period totaled -4.9 (25.1) MSEK. The amount includes an 18.1 (49.7) MSEK positive FX effect from a USD denominated commitment derived from the acquisition of Audiobooks.com, -23.7 (-38.4) MSEK in net interest costs, and other FX effects from the revaluation of certain balance sheet items.

Taxes for the period amounted to -10.2 (9.5) MSEK.

Net profit for the period amounted to -92.5 (-286.8) MSEK.

Earnings per share for the period totaled -1.23 (-4.22) SEK, before and after dilution.

#### Cash flow

Cash flow from operating activities before changes in working capital was 42,1 (-189.9) MSEK, with the improvement driven by the strategic shift to focus on profitable growth. The change in working capital was 16.0 (35.5) MSEK, resulting in cash flow from operating activities of 58.1 (-154.3) MSEK for the period. Cash flow from investing activities was -100.0 (-1,020.5) MSEK. Cash flow from financing activities was -222.7 (711.5) MSEK. Total cash flow for the period was -264.6 (-463.3) MSEK.

#### Other information

## Financial position, equity & liquidity (compared to June 30, 2022)

At the end of the period, the Group had 531.3 (447.9) MSEK in cash and cash equivalents. The equity-to-asset ratio at the end of the period was 52.5% (44.2%).

Total equity for the quarter was 2,165.4 (1,821.0) MSEK.

Non-current liabilities totaled 952.9 (965.2) MSEK. The company has a revolving credit facility (RCF) of 850 MSEK, of which 700 MSEK is utilized. Current liabilities amounted to 1,007.7 (1,331.7) MSEK. A bridge loan facility of 500 MSEK utilized in connection with the acquisition of Audiobooks.com has been replaced with a 200 MSEK term loan during the first quarter of 2023.

Total available liquidity (cash and cash equivalents and unutilized RCF) totalled 681.3 MSEK at the end of the period.

#### **Annual General Meeting 2023**

The AGM resolved, in accordance with the Nomination Committee's proposal, that the Board of Directors shall consist of eight directors and that the number of auditors shall be one registered audit firm.

In accordance with the Nomination Committee's proposal, Hans-Holger Albrecht, Lina Brouneus, Lutz Finger, Joakim Rubin and Jonas Tellander were re-elected as Directors of the Board. Adine Grate, Jonas Sjögren and Alexander Lindholm were elected as new directors of the Board. Hans-Holger Albrecht was re-elected as Chairman of the Board of Directors and Jonas Tellander was re-elected as vice Chairman of the Board of Directors.

Ernst & Young Aktiebolag was re-elected as the Company auditor. Ernst & Young Aktiebolag has announced that the authorized accountant Johan Holmberg will continue to be the auditor in charge.

#### **Parent Company**

Storytel AB is the Group's Parent Company and responsible for Group-wide management, administration and financing.

Net sales for the Parent Company amounted to 10.5 (8.8) MSEK. Profit before tax amounted to 2.0 (-4.4) MSEK, and profit/loss for the quarter amounted to 2.0 (-4.4) MSEK. Total equity amounted to 4,206.9 (3,817.2) MSEK. The condensed income statement and balance sheet for the Parent Company are presented on page 20.

#### Risks and uncertainty factors

The Group is subject to significant risks and uncertainties. As noted in the 2022 Annual Report, these factors include the prevailing economic and business environments in each of the Group's markets; commercial risks related to expansion into new territories; political and legislative risks related to changes in rules and regulations in the various territories in which the Group operates; exposure to foreign exchange rate movements; changes in the ability to access capital markets; and the emergence of new technologies and competitors. More recently, we have seen inflationary pressures that could affect the purchasing power of our consumers, and thus in the long term also their willingness and ability to remain as subscribers. Furthermore, given the developments in Ukraine, Storytel announced in the first quarter of 2022 its intention to pause its operations in Russia. This has been implemented, and the operations were phased out during the third quarter of 2022. As of June 30, 2023, there is no significant balance sheet exposure related to Russia.

#### Investigation in Turkey

In the first quarter, The Turkish Competition Authority notified Storytel Turkey Yayincilik Hizmetleri A.S. ("Storytel Turkey") that it has opened an investigation into Storytel Turkey on the basis of a complaint from a third party in Turkey. Storytel is cooperating with the Turkish Competition Authority, and it is too early to determine or predict the outcome of the investigation.

#### Significant events after the period

In July, Storytel entered into a strategic partnership with CBB Mobil, a Danish provider of communications and entertainment services, to accelerate growth in Denmark.

In July, Storytel launched the first version of the new VoiceSwitcher together with ElevenLabs, available in all markets on selected books in the English language.

#### Full-year 2023 guidance

Storytel's full-year 2023 guidance from February remains unchanged:

- Organic streaming revenue growth in line with previous year (excluding Audiobooks.com and Russia)
- Increased EBITDA margin (adjusted for items affecting comparability) versus 2022
- At least a break-even operational cash flow (EBITDA - operational capex).

#### Mid-term financial targets

The Board of Directors in Storytel has decided on the following mid-term financial targets:

#### Revenue

- Total net sales to reach at least 5,000 MSEK in 2026 through organic growth
- Organic average annual streaming revenue growth of 15 percent

#### EBITDA margin

 EBITDA margin of at least 12 percent in 2026, with a long-term ambition of 15 percent or higher

#### **CAPEX**

- CAPEX of about 5 percent of Group revenue
- Positive and significant increase in Operational Cash Flow from 2023

## **Group Financial Statements**

## Condensed Consolidated Interim Statements of Comprehensive Income

TSEK	Q2 2023	Q2 2022	Q1-Q2 2023	Q1-Q2 2022	Q1-Q4 2022
Net sales	851,070	780,730	1,647,363	1,527,900	3,200,382
Cost of sales	-517,887	-490,367	-998,679	-949,039	-1,987,237
Gross profit	333,183	290,363	648,684	578,861	1,213,145
Sales and marketing expenses	-218,815	-266,148	-424,540	-560,628	-942,799
Technology and development expenses	-63,938	-72,111	-133,403	-168,453	-322,699
General and administrative expenses	-95,558	-59,570	-192,702	-189,254	-370,020
Other operating income	13,760	13,494	19,095	19,452	34,424
Result from participations in associates	2,016	-500	5,466	-1,369	-1,070
Operating profit/loss	-29,352	-94,472	-77,400	-321,391	-389,019
Net financial items	11,370	31,538	-4,854	25,125	5,347
Profit/loss before taxes	-17,982	-62,933	-82,254	-296,265	-383,672
Тах	-12,748	8,584	-10,219	9,460	3,402
Profit/loss for the period	-30,730	-54,350	-92,472	-286,806	-380,270
Profit for the period attributable to:					
Parent Company shareholder	-31,721	-54,356	-94,511	-288,296	-382,957
Non-controlling interest	991	6	2,039	1,490	2,687
Earnings per share, SEK					
Group total, basic	-0.41	-0.80	-1.23	-4.22	-5.51
Group total, diluted	-0.41	-0.80	-1.23	-4.22	-5.51
Statement of comprehensive income					
Profit/loss for the period, after tax	-30,730	-54,350	-92,472	-286,806	-380,270
Other comprehensive income Items that will be reclassified to profit/loss (after tax)					
Translation difference	68,286	112,201	59,252	129,571	162,821
Items that will not be reclassified to profit/loss (after tax)					
Revaluation of defined-benefit pension plans	-	59,361	-3,483	59,361	106,538
Revaluation of hedging instruments	-	-	-	8,580	10,031
Total other comprehensive income for the period, after tax	68,286	171,562	55,769	197,512	279,389
Total comprehensive income for the period, after tax	37,556	117,213	-36,703	-89,293	-100,881

Total comprehensive income for the period attributable to:					
Parent Company shareholder	36,565	117,206	-38,742	-90,784	-103,568
Non-controlling interest	991	6	2,039	1,490	2,687

#### Condensed Consolidated Interim Statements of Financial Position

TSEK	30 Jun 2023	30 Jun 2022	31 Dec 2022
Intangible assets	2,668,558	2,633,552	2,622,416
Tangible assets	22,525	30,310	25,985
Right-of-use assets	109,913	118,723	115,360
Non-current financial assets	81,009	104,540	87,690
Inventory	94,645	106,816	102,107
Current receivables	618,015	676,068	658,581
Cash and cash equivalents	531,326	447,866	776,341
Total assets	4,125,990	4,117,873	4,388,480
Equity	2,165,372	1,821,033	2,192,950
Non-current liabilities	952,885	965,163	831,307
Current liabilities	1,007,733	1,331,677	1,364,223
Total equity and liabilities	4,125,990	4,117,873	4,388,480

## Condensed Consolidated Interim Statement of Changes in Equity

TSEK	Q1-Q2 2023	Q1-Q2 2022	Q1-Q4 2022
Opening equity for the period	2,192,950	1,910,603	1,910,603
Profit/loss for the period	-94,511	-286,806	-380,270
Non-controlling interest	2,039	2,412	-6,449
Other total comprehensive income for the year:			
Translation difference	59,252	129,571	162,821
Revaluation of defined-benefit pension plans	-3,483	59,361	106,538
Hedge accounting	-	8,580	8,580
Transfer of cash flow hedge to business combinations	-	1,451	1,451
Transactions with owners:			
Share issue	-1,074	-	391,068
Share based incentive programs	10,200	-4,139	-1,391
Closing equity for the period	2,165,372	1,821,033	2,192,950

#### Condensed Consolidated Interim Statements of Cash Flows

TSEK	Q2 2023	Q2 2022	Q1-Q2 2023	Q1-Q2 2022	Q1-Q4 2022
Profit/loss after financial items	-17,982	-62,933	-82,254	-296,265	-383,672
Where of interest paid	-15,914	-8,693	-30,352	-17,515	-28,761
Adjustments for non-cash items	52,967	13,487	137,212	114,497	288,614
Taxes paid	-10,689	-5,259	-12,895	-8,112	-22,517
Cash flow from operations before changes in working capital	24,296	-54,706	42,063	-189,881	-117,575
Change in working capital	12,131	-9,452	16,037	35,544	17,130
Cash flow from operating activities	36,427	-64,158	58,100	-154,3337	-100,445
Cash flow from investing activities	-52,167	-69,831	-99,976	-1,020,511	-1,141,390
Cash flow from financing activities	-10,429	139,765	-222,710	711,523	1,085,350
Cash flow for the period	-26,168	5,776	-264,586	-463,325	-156,485
Available funds at the beginning of period	540,432	447,628	776,341	905,882	905,882
Cash flow for the period	-26,168	5,776	-264,586	-463,325	-156,485
Translation differences in available funds	17,062	-5,538	19,571	5,309	26,944
Available funds at end of period	531,326	447,866	531,326	447,866	776,341

## Notes to the Condensed Consolidated Interim Financial Statements

#### Note 1 Accounting and Valuation Principles

This interim report includes the Swedish Parent Company Storytel AB (publ), CIN 556575-2960, and its subsidiaries. Storytel is one of the world's largest streaming services for audiobooks and e-books and has more than 700,000 titles in the service globally. Our vision is to make the world a more empathetic and creative place through fantastic stories that can be shared and appreciated by anyone, anywhere and at any time. The Streaming operations within Storytel Group take place under the brands Storytel, Mofibo and Audiobooks.com. The publishing business is managed by Storytel Books and the audiobook publisher Storyside. Storytel Group is present in over 25 markets. The Parent Company is a limited liability company with its registered office in Stockholm, Sweden. The address of the head office is Tryckerigatan 4, 111 28 Stockholm, Sweden.

Storytel applies the International Financial Reporting Standards (IFRS) as they have been adopted by the EU. This consolidated interim report was prepared in accordance with IAS 34 Interim Financial Reporting, recommendation RFR 1 issued by the Swedish Financial Reporting Board, and the Annual Accounts Act (1995:1554), where applicable.

The interim report for the Parent Company was prepared in accordance with Chapter 9 of the Annual Accounts Act (Interim Report) and recommendation RFR 2 issued by the Swedish Financial Reporting Board. The same accounting principles, bases for calculation and assessments were applied to the Group and the Parent Company as in the most recent annual report. A detailed description of the Group's other applied accounting principles and new and pending standards is included in the most recently published annual report. During 2022, Turkey was defined as a hyperinflationary economy and as such the Group applies IAS 29 related to its entity in Turkey.

There are no new IFRS standards or amendments of existing IFRS standards during 2023 that have had a material impact on the performance and financial position of Storytel. Disclosures pursuant to IAS 34.16A are also presented in the financial statements as well as related notes, and are an integral part of this financial statement.

All amounts in this statement are stated in thousands of Swedish krona (TSEK) unless otherwise specified. Differences in rounding may occur.

#### Note 2 Significant estimates and judgements

When preparing the financial statements, the company's management and the Board must make certain assessments and assumptions that affect the carrying amounts of asset and liability items and income and expense items, respectively, as well as other information provided. The assessments are based on experiences and assumptions that the management and the Board deem to be reasonable given the prevailing circumstances. Actual outcome may then differ from these assessments if other conditions arise. The estimates and assumptions are evaluated on an ongoing basis and are not considered to entail any material risk of significant adjustments in the reported values of assets and liabilities during subsequent periods. Changes in estimates are reported in the period in which the change is made if the change has only affected this period, or in the period in which the change is made and future periods if the change affects both the current period and future periods. For other significant estimates and judgements, please refer to

the most recent annual report.

#### Note 3 Definitions and key ratios including alternative performance measures

Storytel reports a number of different items and financial key ratios in its consolidated financial statements. The key ratios aim to make it easier for investors and other stakeholders to analyze and understand Storytel's operations and development in the same way that the business and its development are monitored by management. Of these measures, some are defined in IFRS, while others are defined in neither the financial framework nor other legislation. For key ratios that are not defined in IFRS, this report presents their purpose and how they relate to the financial statements presented in accordance with IFRS. For definitions of financial measures and key ratios used, please see below.

#### Note 4 Transactions with related parties

In general, there were no significant changes in the scope or type of transactions with related parties to the Group other than those presented in the most recent Annual Report. Transactions with associated companies take place on market terms.

#### Note 5 Business segments

The Group has divided its operations into three segments: Streaming Nordics, Streaming Non-Nordics (which includes Audiobooks.com) and Books. The division is based partly on the type of business conducted (Streaming versus Books) and the geographical division for the streaming business (Nordics versus Non-Nordics).

Apr-Jun 2023	Streaming Nordics	Streaming Non-Nordics	Books	Total segment	Group-wide items and eliminations	Other adjustments	Group total
Revenue from external customers	543,765	255,117	128,668	927,549	-92,655	16,176	851,070
Internal revenue	-	-	53,621	53,621	-53,621	-	-
Cost of sales	-316,400	-137,532	-114,764	-568,697	61,374	-10,564	-517,887
Gross profit	227,364	117,585	67,525	412,474	-84,903	5,612	333,183

Jan-Jun 2023	Streaming Nordics	Streaming Non-Nordics	Books	Total segment	Group-wide items and eliminations	Other adjustments	Group total
Revenue from external customers	1,040,395	500,568	258,751	1,799,713	-183,210	30,860	1,647,363
Internal revenue	-	-	101,683	101,683	-101,683	-	-
Cost of sales	-612,038	-266,908	-224,436	-1,103,382	119,678	-14,975	-998,679
Gross profit	428,356	233,660	135,997	798,013	-165,215	15,885	648,684

The costs listed under Gross profit are not allocated to segments but are reported for the Group as a whole. Internal revenue for the Books segment that relates to sales from streaming is already included as a cost reduction in the segment reporting for the Streaming segments. Revenue and Cost of sales from Storytel AS are included in the Streaming Nordics segment.

These are subsequently eliminated in the column "Group-wide items and eliminations", and the license fee from Storytel AS is also added back.

Group total	Apr-Jun 2023	Jan-Jun 2023
Gross profit	333,183	648,684
Selling and marketing expenses	-218,815	-424,540
Technology and development expenses	-63,938	-133,403
Administrative expenses	-95,558	-192,702
Other operating income	13,760	19,095
Profit from participations in associates	2,016	5,466
Operating profit/loss	-29,352	-77,400
Net financial items	11,370	-4,854
Profit before tax	-17,982	-82,253

Apr-Jun 2022	Streaming Nordics	Streaming Non-Nordics	Books	Total segment	Group-wide items and eliminations	Other adjustments	Group total
Revenue from external customers	469,390	235,064	156,999	861,453	-87,441	6,717	780,730
Internal revenue			39,322	39,322	-39,322		
Cost of sales	-292,036	-133,874	-118,136	-544,045	61,140	-7,462	-490,367
Gross profit	177,354	101,190	78,185	356,730	-65,622	-745	290,363

Jan-Jun 2022	Streaming Nordics	Streaming Non-Nordics	Books	Total segment	Group-wide items and eliminations	Other adjustments	Group total
Revenue from external customers	927,945	475,108	306,304	1,709,357	-175,043	-6,414	1,527,900
Internal revenue			77,430	77,430	-77,430		
Cost of sales	-584,803	-255,838	-221,149	-1,061,790	128,024	-15,273	-949,039
Gross profit	343,142	219,270	162,584	647,567	-124,449	-21,687	578,861

Group total	Apr-Jun 2022	Jan-Jun 2022
Gross profit	290,363	578,861
Selling and marketing expenses	-266,148	-560,628
Technology and development expenses	-72,111	-168,453
Administrative expenses	-59,570	-189,254
Other operating income	13,494	19,452
Profit from participations in associates	-500	-1,369
Operating profit/loss	-94,472	-321,391
Net financial items	31,538	25,125
Profit before tax	-62,933	-296,265

#### Note 6 Revenue from contracts with customers

Apr-Jun 2023	Books	Streaming	Other	Group total
Type of product or service				
Revenue from subscriptions of streaming service	-	706,226	-	706,226
Revenue from publishing activities	128,668	-	-	128,668
Other	-	-	16,176	16,176
Revenue from contracts with customers	128,668	706,226	16,176	851,070

Jan-Jun 2023	Books	Streaming	Other	Group total
Type of product or service				
Revenue from subscriptions of streaming service	-	1,357,752	-	1,357,752
Revenue from publishing activities	258,751	-	-	258,751
Other	-	-	30,860	30,860
Revenue from contracts with customers	258,751	1,357,752	30,860	1,647,363

Apr-Jun 2022	Books	Streaming	Other	Group total
Type of product or service				
Revenue from subscriptions of streaming service	-	617,013	-	617,013
Revenue from publishing activities	156,999	-	-	156,999
Other	-	-	6,717	6,717
Revenue from contracts with customers	156,999	617,013	6,717	780,730

Jan-Jun 2022	Books	Streaming	Other	Group total
Type of product or service				
Revenue from subscriptions of streaming service	-	1,208,644	-	1,208,644
Revenue from publishing activities	306,304	-	-	306,304
Other	-	-	12,952	12,952
Revenue from contracts with customers	306,304	1,208.644	12,952	1,527,900

#### Note 7 Financial instruments

#### Valuation hierarchy

The levels of the valuation hierarchy are described as follows:

Level 1 – Listed prices (unadjusted) in active markets for identical assets and liabilities.

Level 2 – Observable input data for the asset or liability other than quoted prices included in Level 1, either directly (i.e., price quotations) or indirectly (i.e., derived from price quotations).

Level 3 - Asset or liability input data that is not based on observable market data (i.e., non-observable input data).

#### Acquisition option

Storytel's acquisition option (put/call option) refers to the future acquisition of the remaining 13.3 % shares in Earselect AB, which will result in an additional transferred consideration of 8,237 TSEK, after the consideration paid in the first quarter, see note 8. The acquisition option is reported at fair value in the statement of financial position, measured in accordance with IFRS 9 and categorized in accordance with Level 3 of the IFRS 13 fair value hierarchy. Since the price of the option is not dependent on any conditions beyond the time aspect, and since the discounting effect attributable to the time value at the time of acquisition was insignificant, no discounting has taken place, and the carrying amount is considered to correspond to the fair value of the acquisition option.

#### Contingent consideration

The contingent consideration related to the acquisition of Aula is reported at fair value in accordance with Level 3 of the valuation hierarchy. The fair value is estimated by using a valuation model that discounts the present value of expected outgoing cash flows by a risk-adjusted discount rate. Expected cash flows are determined using probable scenarios based on expected financial outcome and future financial forecasts. The most significant input factors used to measure fair value are the risk-adjusted discount rate of 12.6% and the forecast future development of profitability, growth in net sales, and the level of digital sales. Given that the contingent additional consideration at the balance sheet date can amount to at the most TSEK 761, no changes in input factors are judged to result in any material impact on the fair value of the item in the balance sheet or income. During the period, unrealized gains or losses for the contingent consideration held as at the balance sheet date are not material. This amount is included in other operating expenses in the consolidated statement of income. The discounting effect is recognized in net financial income.

Financial liabilities valued at fair value	Q1-Q2 2023	Q1-Q2 2022	Q1-Q4 2022
Opening balance	13,124	23,095	23,095
Consideration paid	-4,275	-	-
Change in value recognized in profit/loss	-	-	48
Change in value recognized in OCI - financial derivative	-	-8,580	-8,580
Transfer of cash flow hedge to business combinations	-	-1,451	-1,451
Closing balance	8,849	13,064	13,124

#### Other receivables and liabilities

For current receivables and liabilities, such as accounts receivable and trade payables, and for non-current liabilities with variable interest rates, the carrying amount is considered to be a good approximation of the fair value.

#### Note 8 Business combinations

The purchase price allocation for Audiobooks.com, acquired in January 2022, was closed in 2022 and remains unchanged compared to as presented in the annual report for 2022.

A consideration of 4,275 TSEK for Storytel's acquisition option in Earselect was paid during the quarter. Storytel obtained a further 6.83% ownership and owned at the end of the period 86.7% of Earselect.

#### Condensed Parent Company Interim Statements of Comprehensive Income

TSEK	Q2 2023	Q2 2022	Q1-Q2 2023	Q1-Q2 2022	Q1-Q4 2022
Net sales	10,522	8,810	19,342	14,655	43,096
Cost of revenue	-	-	-	-	-
Gross profit	10,522	8,810	19,342	14,655	43,096
Administrative expenses	-8,309	-6,420	-16,310	-19,804	-54,223
Other operating income	46	-	46	-	224
Profit from participation in group company	-	-	-	-	15,608
Operating profit	2,258	2,390	3,078	-5,149	4,705
Net financial items	-294	-6,752	-6,294	2,167	-5,258
Profit/loss before taxes	1,964	-4,361	-3,216	-2,981	-553
Тах	_	_	_	_	-1,437
Profit/loss for period	1,964	-4,361	-3,216	-2,981	-1,990
Parent Company's condensed statement of comprehensive income					
Profit for the period Other comprehensive income, after tax	1,964	-4,361	-3,216	-2,981	-1,990
Total comprehensive income for the period	1,964	-4,361	-3,216	-2,981	-1,990

#### Condensed Parent Company Interim Statements of Financial Position

TSEK	30 Jun 2023	30 Jun 2022	31 Dec 2022
Non-current financial assets	4,848,935	4,605,945	4,848,936
Current receivables	287,260	226,380	228,412
Cash and cash equivalents	98,607	135,514	365,813
Total assets	5,234,802	4,967,839	5,443,161
Equity	4,206,933	3,817,198	4,210,538
Non-current liabilities	698,838	597,932	598,416
Current liabilities	329,031	552,709	634,207
Total equity and liabilities	5 234 802	4 967 839	5 443 161

#### Number of shares and share capital as of June 30, 2023

There were 77,073,120 (68,281,911) registered shares in issuance at the end of the period, divided between 635 Class A shares and 77,072,485 Class B shares. Share capital totaled 38,536,560 (34,140,956) SEK as of June 30, 2023. The shareholder structure is presented at investors.storytel.com.

#### Auditor's review

This interim report has not been audited or reviewed by the auditors of the company.

#### Information about Nasdaq First North Growth Market

Nasdaq First North Growth Market ("First North") is an alternative marketplace operated by the constituent exchanges of Nasdaq Stockholm. It does not have the same legal status as a regulated marketplace. Companies quoted on First North are subject to First North's rules rather than the legal requirements set for trading on a regulated marketplace. An investment in a company trading on First North implies higher risk than an investment in a listed company. Companies must apply to the exchange and gain approval before trading on First North may commence. A Certified Adviser guides the company through the listing process and ensures that the company continuously satisfies First North's standards. Information about Nasdaq First North Growth Market.

#### Financial calendar

Interim Report January–September 2023 October 31, 2023

Year-End Report January–December 2023 February 15, 2024

# Definitions and key ratios including alternative performance measures

	Operating main income, invoiced costs, incidental revenue and revenue
Net sales	adjustments.
Net sales growth rate, %	Net sales for the current year divided by the previous year's net sales.
Net sales growth rate, %, CER	Net sales for the current year divided by the previous year's net sales where the current year's net sales are calculated at the exchange rates prevailing in the previous year.
Gross profit	Profit after cost of sales.
Gross profit %	Operating profit as a percentage of net sales.
Gross margin	Operating profit as a percentage of net sales.
Operating profit (EBIT)	Profit before interest and tax.
Operating margin (EBIT margin)	Operating profit as a percentage of net sales.
Profit/loss before taxes	Profit after financial income and expenses, before tax.
Profit margin (%)	Profit after tax as a percentage of net sales.
Equity-to-assets ratio (%)	Adjusted equity (equity and untaxed reserves less deferred tax, including non-controlling interests) as a percentage of the balance sheet total.
Equity	The net assets of the business, i.e., the difference between assets and liabilities, including non-controlling interests.
Balance sheet total	The company's total assets.
FTE	Full-Time Equivalents.
Number of employees	Average number of employees during the financial year.
ARPU	Average Revenue Per User (subscriber) per month.
Average paying subscribers	The average number of paying Storytel subscribers during the quarter. For Family subscriptions, each standard stream (not so-called Kids Mode) is considered one paying subscriber.
CER	Constant Exchange Rates.
EBITDA	Earnings before interest, taxes, depreciation and amortization.
EBITDA margin	EBITDA as percentage of Net Sales.
Equity-to-asset ratio	Adjusted equity (equity including non-controlling interest and untaxed reserves less deferred tax) as a percentage of the balance sheet total.
Revenue – Books (Table 1)	Physical books and digital sales through channels other than Storytel. Internal revenue from Storytel has been eliminated. All publishing houses in the Group, both those located in Sweden and those located internationally, are included.
Revenue – Streaming (Table 1)	ARPU * Paying Subscribers.
Items affecting comparability (IAC)	Items affecting comparability include certain items of a significant character that distort comparisons over time. These have been defined as:  Costs in connection with acquisitions Restructuring costs Costs related to operationalizing the pause and eventual wind down in Russia

This information is information that Storytel AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication at 8:00 a.m. CEST on August 1, 2023.

## **Signatures and Assurance**

The Board of Directors and the Chief Executive Officer offer their assurance that this interim report provides a true and fair view of the Group's and the Parent Company's operations, financial position and operational performance.

Stockholm, August 1, 2023

Hans-Holger Albrecht Jonas Tellander

Chair of the Board Vice Chair of the Board

Adine Grate Lina Brouneus Board member Board member

Lutz Finger Jonas Sjögren
Board member Board member

Alexander Lindholm

Board member

Joakim Rubin

Board member

Johannes Larcher CEO

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