



Press release

30 September 2020

Change of number of shares and votes in Readly

The number of shares and votes in Readly International AB (publ) (“Readly” or the “Company”) has changed as a result of the share issue carried out in connection with the listing on Nasdaq Stockholm on 17 September 2020.

Through the share issue, the number of outstanding shares and votes in the Company has increased by 7,672,118, from 29,114,330 to 36,741,448. The Company's registered share capital has increased by SEK 228,813.54, from SEK 873,429.90 to SEK 1,102,243.44.

For more information, please contact:

Contact for investors and analysts:

Annika Billberg, Head of Investor Relations Readly
+46 70 267 97 91, annika.billberg@readly.com

Contact for media:

Linnéa Aguero, Head of PR & Communications Readly
+46 72 503 32 31, linnea.aguero@readly.com

This information is such information that Readly International AB (publ) is obliged to make public pursuant to the Swedish Financial Instruments Trading Act. The information was submitted for publication, through the agency of the contact persons set out above, at 12.00 CEST on 30 September 2020.

About Readly

Founded in 2012, Readly is the European category leader for digital magazines¹. Readly offers a digital subscription service for magazines with content from third party publishers. The product can be accessed online or via apps available on all main operating systems. Readly's subscribers have unlimited access to quality content from approximately 800 publishers and editors for a fixed monthly fee. Since the service was launched, Readly has seen a large increase in the number of fully paying subscribers. Readly's core markets Germany, the United Kingdom and Sweden together represented approximately 85 percent of the Company's

¹ Among identified “all-you-can-read” competitors in Europe, Readly is defined as the European category leader on the basis of: highest number of magazine titles, relationships with most major publishers in core markets, highest average monthly website visits between October and December 2019 (worldwide) and highest iOS-store rating, PwC Strategy& market study.

net sales in the first half of 2020. Readly has subscribers in more than 50 countries and has agreements with publishers to offer local content in 11 countries. Moreover, Readly offers magazines in 17 languages.

The Company has shown significant growth in total revenue over the past years, reaching SEK 265 million in 2019. Total revenue has grown by a CAGR of 44 percent between 2017 and 2019 and all of Readly's core markets had positive organic growth during these years.