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Readly enters into an agreement with Aftonbladet

Readly, the European market leader in digital magazines, and Aftonbladet, Sweden's largest evening newspaper which is owned by the Schibsted Media Group, today present an expanded publishing collaboration which means that Readly's subscribers can read both Aftonbladet and Sportbladet from 2 October. There are already six titles and weekend supplements from Aftonbladet on Readly's platform.

Within the framework of the collaboration, Aftonbladet will, in addition to expanded reach, also have access to Readly's data and advertising statistics, which today comprise 25 billion data points. Information such as the number of unique visitors, page reading time, number of clicks on advertising links and time spent on linked websites, can contribute to the magazine's optimization of content and advertising space.

*- Several of Aftonbladet's magazines are among the most read on Readly and we are happy that through the addition of Aftonbladet and Sportbladet we will be able to reach new readers. At the same time, this is a strategic decision where we see great business opportunities associated with the data Readly generates to better understand reader habits and behaviour, says **Michael Fristedt, business area manager at Aftonbladet.***

*- The collaboration between Aftonbladet and Readly has been rewarding for several years. We are looking forward to the expanded partnership where we can offer our readers the evening paper and an additional reason to use Readly every day. The demand among our readers is great and we look forward to contributing to increasing Aftonbladet's reach. With the large amount of data we make available, we also see great potential in the future to strengthen Aftonbladet's insight-based optimization of the entire business, says **Daniel Hamrin, Nordic content manager at Readly.***

Earlier this year, the British publisher ESI Media also joined Readly with the leading London-based newspapers Evening Standard and The Independent, as well as the Austrian publisher Standard Verlagsgesellschaft M.B.H. with the daily newspaper Der Standard-Kompakt. Initial data indicates that having daily and evening newspapers on the platform contributes to the daily use of Readly and also increases the reading of magazine titles. In June 2020, an average of 41 percent of users used Readly's service every day globally.

About Readly

Readly is the European category leader for digital magazines. The company offers a digital subscription service, that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app and at a fixed monthly fee. Readly has subscribers in more than 50 countries and content available in 17 different languages. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. In 2019, revenues amounted to SEK 265 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Midcap. For more information, please visit <https://corporate.readly.com>.

About Aftonbladet

Aftonbladet is Sweden's largest news source with 3.5 million daily readers and visitors. Aftonbladet is available on mobile platforms, on the web, on online TV and as a paper newspaper. Aftonbladet is owned by the Schibsted Media Group (91 percent) and Landsorganisationen, LO, (9 percent). Aftonbladet has about 350 employees. Sales in 2017 were SEK 1.9 billion and profit 255 million.

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