



Press release

15 October 2020

Stabilisation notice

ABG Sundal Collier AB ("ABG"), in its capacity as Sole Global Coordinator, notifies that stabilisation measures have been undertaken in Readly International AB's (publ) ("Readly" or the "Company") shares traded on Nasdaq Stockholm.

As announced in connection with the offering to acquire newly issued and existing shares in the Company and the listing of the Company's shares on Nasdaq Stockholm (the "**Offering**"), ABGSC may, acting as Sole Global Coordinator and stabilisation manager, carry out transactions aimed at supporting the market price of the shares at levels above those which might otherwise prevail in the market.

Stabilisation transactions may be undertaken on Nasdaq Stockholm in the over-the-counter market or otherwise, at any time during the period from the date of commencement of trading in the shares on Nasdaq Stockholm, 17 September 2020, and ending no later than 30 calendar days thereafter. However, the Sole Global Coordinator has no obligation to undertake any stabilisation measures and there is no assurance that stabilisation measures will be undertaken. Under no circumstances will transactions be conducted at a price higher than the one set in the Offering, i.e. SEK 59.

The Main Shareholder¹ of the Company has granted the Sole Global Coordinator an over-allotment option which may be utilised in whole or in part for 30 days from the date of pricing of the Offering to sell up to 1,830,508 shares corresponding to up to 15 percent of the total number of shares in the Offering, at a price corresponding to the price in the Offering, i.e. SEK 59 per share, to cover any over-allotment in connection with the Offering.

ABGSC has, in its capacity as stabilisation manager, notified that stabilisation measures have been undertaken in accordance with article 5(4) of the Market Abuse Regulation (EU) 596/2014 and the Commission Delegated Regulation (EU) 2016/1052 on Nasdaq Stockholm, as specified below. Undertaken stabilization measures were also announced on 2 October 2020. The contact person at ABGSC is Erik Skog (tel: +46 8 566 29 471, e-mail: erik.skog@abgsc.se).

Stabilisation information:	
Issuer:	Readly International AB (publ)
Securities:	Ordinary shares (ISIN: SE0014855292)
Offering size:	1,830,508 ordinary shares
Offer price:	SEK 59
Ticker:	READ
Stabilisation manager:	ABG Sundal Collier AB

Stabilisation transactions:						
<i>Date</i>	<i>Quantity, shares</i>	<i>Price (highest)</i>	<i>Price (lowest)</i>	<i>Price (volume weighted average)</i>	<i>Currency</i>	<i>Trading venue</i>
6 October 2020	18,161	58.20	57.80	57.99	SEK	Nasdaq Stockholm
7 October 2020	53,005	57.90	57.50	57.70	SEK	Nasdaq Stockholm

¹ Cleantech Europe II Luxembourg Sarl.

8 October 2020	43,770	57.20	56.00	56.84	SEK	Nasdaq Stockholm
9 October 2020	33,788	57.80	57.00	57.71	SEK	Nasdaq Stockholm
12 October 2020	26,276	58.00	57.50	57.75	SEK	Nasdaq Stockholm
13 October 2020	15,000	58.00	57.50	57.86	SEK	Nasdaq Stockholm
14 October 2020	20,000	57.60	57.00	57.23	SEK	Nasdaq Stockholm
15 October 2020	70,000	57.80	56.80	57.05	SEK	Nasdaq Stockholm

For more information, please contact:

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This information is information that Readly is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was submitted for publication, through the agency of the contact persons set out above, at 18.45 CEST on 15 October 2020.

About Readly

Founded in 2012, Readly is the European category leader for digital magazines². 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 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.

² 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.