

Sustainability- Report 2023



Sustainable
digitalisation
of magazines
and newspapers

A word from the Chairman

I'm proud to highlight Readly's steadfast commitment to sustainability and the positive impact of unlimited access to editorial content. In an age marked by unprecedented changes, magazines and newspapers from across the globe remain devoted to delivering content that people can trust, that not only informs but also encourages critical thinking and enables a deeper understanding of pressing global issues.

Readly's efforts reflect the company's fundamental value of "winning as a team". In collaboration with publishers, partners and suppliers, knowledge and experiences have been exchanged, the climate footprint has been reduced and campaigns have been launched so that more subscribers can access journalism.

This year, the company has taken significant steps in its diversity, equity, and inclusion (DEI) initiatives. A dedicated DEI committee has been formed and relevant metrics are identified to monitor progress and outcomes. Fostering an environment where every individual thrives, is vital for Readly's ongoing development and growth.

Readly has also focused on further improving the user experience to make quality journalism more accessible. The release of audio functionality this year is a great example, allowing a more flexible way to consume the thousands of titles on the platform. This aligns perfectly with the sustainability goal of empowering subscribers.

It is the Board's responsibility to ensure that there is continuous improvement in ESG matters – I look forward to being part of Readly's sustainability journey going forward, striving for excellence and positive impact.

Jan Lund,
Chairman of the Board of Directors,
Readly



Readly's approach to sustainability



Through the digitalisation of the magazine and newspaper industry, Readly strives to have a positive impact on society and create long-term value. The journey towards sustainability is ongoing, and all stakeholders are invited to join Readly and jointly pave the way for a more sustainable digital landscape.

The results from Readly's 2023 user survey indicates that over a third of all subscribers express interest in learning further about Readly's sustainability initiatives. This parallels the growing trend among consumers who increasingly opt for sustainable brands.

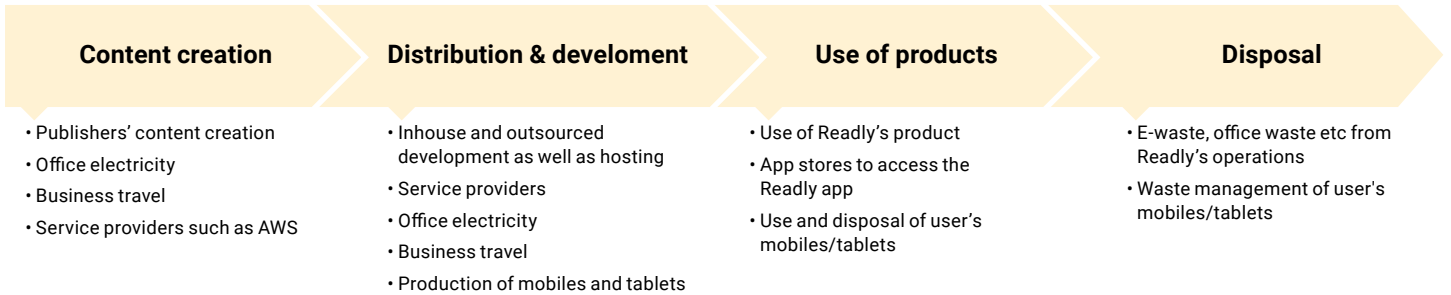
Throughout the year, Readly has actively pursued a variety of long-term ambitions, leading to the successful achievement of eight out of the nine sustainability targets set for 2023.

This is Readly's fourth sustainability report, outlining the advancements in environmental, social, business ethics, and governance areas as the company strive for continuous progress.

Value chain and sustainability strategy

Our sustainability strategy is rooted in our purpose, focusing on three vital sustainability aspects where we can make a significant difference.

Value chain



Targets and ambitions

Through five tactics, we aim to achieve our targets and fulfil all long-term ambitions:

Alignment

Our sustainability efforts are aligned with the global sustainable development agenda and frameworks including, UN Global Compact and the OECD Guidelines for Multinational Enterprises.

This strategic alignment serves as the cornerstone of our sustainability initiatives, ensuring coherence and adherence to accepted standards across all our markets.

Stakeholder input

We actively seek and welcome diverse perspectives from our stakeholders. Embracing varied viewpoints enables us to forge a more comprehensive understanding and harness collective experiences to drive informed decisions.

Collaboration

Recognizing the power of collective action, we actively engage with both internal and external stakeholders. By fostering collaborative partnerships, we leverage collective expertise and capabilities to create a more significant and enduring impact within our ecosystem.

Commitment




We are committed to tracking and reporting on our targets and longterm ambitions. Our public commitments propel us to work persistently and reach our objectives.

Integration

Sustainability is ingrained throughout our business, playing a vital role in shaping how we operate and pursue our goals. It's an integral part of our everyday practices, guiding our decisions and actions.

Key areas

The work is focused on three key areas: providing responsible content, empowering readers and climate-friendly reading. Here are our long term ambitions for each area, our 2023 targets and results for each area:

Key areas	Long term ambitions	Targets 2023	Result
 Provide responsible content	Distribute world class content from trusted sources and promote the significance of quality journalism.	40 % increase of new articles in mobile friendly format.	116 %
		Develop audio function for wider access to journalism	Launched November
		Conduct an annual user survey on misinformation attitudes	Done in September
 Empower people	Inspire users to constantly discover new content and diversify their reading behaviour.	5 % increase of daily active usage DAU/MAU	5 %
		10 % increase in average engagement time	12 %
		4 editorial campaigns that focus on topics related to sustainability	5 campaigns
 Contribute to climate friendly reading	Minimise Ready's environmental footprint.	10 % increase of emissions saved from digital reading on Ready	10 %
		Business travel emission intensity/employee not exceeding 2022 level	7 %
		Improve waste sorting across offices to include more waste categories	4 additional categories

Key areas

Provide responsible content

Readly offers subscribers access to a vast global range of editorial content, advocating for journalism's role in fostering a sustainable society and planet.



In 2023, the battle against fake news took on new dimensions. Deepfake technology and AI-generated text became increasingly prevalent, making it harder to distinguish genuine content from fabricated information sources⁴. Public awareness campaigns on media literacy witnessed a surge, empowering individuals to critically assess the information they encounter online and fostering a more discerning online community^{5,6}. These developments underscored the challenge of navigating the digital landscape of fake news.

Readly ensures that all content on our platform is overseen by a publisher and an editor-in-chief responsible for operations, content, and policies. The content on our platform adheres to local laws, relevance to subscribers, and our content guidelines.

We're committed to countering disinformation, and our goal is to provide world-class content from trusted sources.

During 2023 we have grown our portfolio of newspapers across our core markets including daily newspapers Expressen, GT and Kvällsposten in Sweden, the main edition of the Österreich daily newspaper and 71 regional newspapers from the French publisher Publihebdos. We now present individual articles in a better way to simplify access to relevant reading of quality journalism, including curated and personalized content, advanced recommendations, and web articles. This selection features a mobile-friendly format that facilitates reading on the go. By the end of the year we soft-launched AI-driven audio functionality. Initially available for British subscribers, this feature allows the option to activate an audio player for selected articles, enabling listening via an AI-powered voice.

Targets for 2024

We've set a goal for a 5 per cent increase in the total number of newspaper issues read. Fake news may be more common in news reporting due to its focus on current events and controversial subjects. The fast-paced nature of news can also result in incomplete verification before publication. We will continue to roll out audio functionality across all our core markets to enable a more flexible format for consuming quality journalism. Our annual user survey about perceptions of fake news will also continue to highlight in social and earned media.

28%

of global respondents in Readly's user survey pay for news to access quality journalism, 30 % to support journalism, and 11 % to combat fake news. 86 % believe the spread of fake news will increase during the coming 2–3 years.

TARGETS, ACHIEVEMENTS AND LONG TERM AMBITIONS

Target achievements

In 2023, our goals included launching audio functionality for convenient access to quality journalism, successfully implemented in the UK as a start. We aimed for a 40 % increase in mobile-friendly articles and exceeded expectations, achieving a 116 % increase. This success was largely attributed to the addition of web articles from selected publishers. Additionally, we conducted a user survey across all markets to gauge attitudes towards misinformation, sharing results on social media to emphasize the importance of accessing trusted news sources.

Targets for 2024

- 5 % increase in the total amount of newspaper issues read.
- Continue to roll out audio functionality across all our core markets.
- Conduct a user survey about perceptions of fake news to highlight in social and earned media.

Long term ambitions

- Retain and distribute world class content from trusted publishing sources.
- Increase the consumption of journalistic content on Readly.
- Raise awareness of the importance of quality journalism among our subscribers.

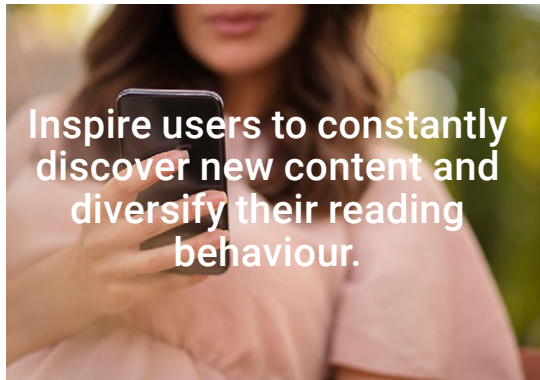
4) <https://www.theguardian.com/technology/2023/may/25/deepfakes-ai-concern-microsoft-brad-smith>

5) <https://apnews.com/article/microsoft-misinformation-twitter-facebook-youtube-media-literacy-1e086a5f9fc258ddb7391557b9f73401>

6) <https://www.theguardian.com/commentisfree/2023/feb/11/britons-gullible-fake-news-finland-misinformation>

Empower people

Journalism empowers consumers by providing essential information, diverse perspectives, and critical insights. It equips individuals with knowledge to make informed decisions, understand societal issues, and engage actively.



Ready's editorial team curates and promotes relevant and engaging content, encouraging user interaction through various channels. We believe that quality journalism on Ready spurs individuals to take informed and sustainable actions.

One of our primary metrics for assessing reader empowerment is engagement rate, and we measure that inter alia through time spent on Ready.

In 2023, journalism remained essential in helping people navigate a rapidly changing world and publishers have tackled several crucial topics in their efforts to enlighten readers. Media attention surrounding Artificial Intelligence (AI) remains high, reflecting public interest in understanding its impact and potential applications. Examples are the June/July

issue of New York Magazine – Inside the AI factory, the May issue of The Guardian Weekly – It's time to take our fears about AI seriously, and the August issue of Time Magazine Europe – AI by the People, for the People.

Lifestyle magazines like Vogue, Sports Illustrated and Vanity Fair have challenged ageism celebrating diversity and inclusivity by showcasing celebrities, such as Cher, 77 years, Martha Stewart, 82 years and Apo Whang-Od, 106 years, embracing the beauty of different generations. These publications redefine traditional beauty standards, breaking stereotypes, and encouraging confidence at any age.

The media attention surrounding female football has also seen a remarkable surge. This attention not only emphasises their skill and talent but also advocates for gender equality in sports. Major tournaments like the FIFA Women's World Cup have played a pivotal role in amplifying the presence of female footballers, paving the way for greater recognition and support for women's football across diverse audiences globally. Examples are the November issue of Elle Sweden featuring football goal keeper Zečira Mušović, or the July issue of Grazia featuring England's star defender, Jess Carter or the August issue of The Guardian Weekly about the unstoppable rise of women's football.

42%

of the respondents in Ready's user survey say that their consumption of journalism has increased their level of knowledge and understanding.

85%

say it's important to them that their consumption of journalism is as diverse as possible.



The August issue of The Guardian Weekly.



The January issue of Sports Illustrated Germany.



The July issue of Grazia UK.



The November issue of Elle Sweden.

A selection of Readly's editorial campaigns during 2023

In 2023, Readly continued editorial campaigns, engaging users through diverse channels such as email and social media. Five distinctive campaigns addressed crucial themes and and garnered significant attention among subscribers.

Aligned with World Earth Day, the first campaign showcased content on sustainable living, inspiring readers to adopt greener habits for collective planet preservation. Mental Health Day received dedicated attention, destigmatizing mental health issues through articles on coping mechanisms and personal stories. Furthermore, Readly celebrated Pride Month with a campaign advocating LGBTQ+ community rights, emphasizing diverse perspectives and the ongoing struggle for inclusivity. Readly's campaign promoting lifelong learning and sustainable behaviour, encouraged users to pursue education and environmentally conscious living.

Finally, the last campaign focused on the International Day for the Elimination of Violence Against Women, condemning gender-based violence through powerful articles. Newsletters provided in-depth insights, encouraging users to delve into the issues.

Strengthen the joy of reading among children and young adults

Over the past few years Readly has actively participated in the Swedish "Reading break" campaign to promote reading amongst children and teenagers. To accompany this year's theme, kindness, Readly launched a partnership in support of the children's rights organisation Friends, to highlight the importance of reading in developing children's empathy and combating bullying.

Targets 2024

For 2024 our aim is a 5 per cent increase of how active new users are in their first 14 days of trying Readly. This will be achieved through creating more use cases, continuing on our path of audio functionality and helping users discover relevant content. We will also aim for an overall increased consumption of journalism among our existing users. The target is set on a 5 per cent increase in average engagement time (hours per month). Lastly, our editorial campaigns will continue to inspire users to stay on top of sustainability issues.



The mental health issue from the UK monthly, BBC Science Focus.



Focus, a popular Italian science magazine.



The German magazine Lebensart tells stories on the economic, environmental, and social aspects.



The Week Junior (UK) – added to the Readly platform during 2023.

TARGETS, ACHIEVEMENTS AND LONG TERM AMBITIONS

Target achievements

We aimed for a 5% increase of daily active usage (DAU/MAU) which we accomplished. This means that the frequency of which Readly is used has been improved. We also set the target of a 10% increase in average engagement time based on reading, and that was also fulfilled (12%) which signifies that our subscribers spend more time exploring our content portfolio. Finally we planned for at least four editorial campaigns that focus on sustainability and we conducted five campaigns.

Targets for 2024

- 5% increase of average active days during the two first weeks as trial (frequency).
- 5% increase in average engagement time per FPS (volume).
- 4 editorial campaigns that focus on topics related to sustainability.

Long term ambitions

- Inspire users to constantly discover new content and diversify their reading behaviour.
- Use our portfolio to curate engaging content for our readers.
- Further encourage frequent use and expand engagement time.

Contribute to climate friendly reading

Readyly combats global warming by reducing our environmental footprint and facilitating access to climate-focused journalism for our subscribers through digital reading.



CONTRIBUTE TO CLIMATE-FRIENDLY MAGAZINE AND NEWSPAPER READING THROUGH DIGITALISATION

Reading magazines and newspapers digitally can significantly reduce consumers' carbon footprint. This sustainability aspect is integral to our service, aligning with the preferences of environmentally-conscious consumers. Readyly has conducted a study quantifying the reduced greenhouse gas emissions achieved by reading digital publications on our platform.

The study compares the carbon footprint of digital magazines and newspapers to their printed equivalents. 2023 findings reveal that reading digitally on Readyly results in a 86 per cent reduction in greenhouse gas emissions compared to reading the print versions. We reduced CO₂ emissions by 18,200 tonnes, equivalent to the emissions from producing and recycling 280,000 iPhones – an 9.7 per cent increase from 2022. The main driver behind this improvement is increased issue reading. Avoiding paper production and printing are the top climate benefits of digital reading. Read the report here: <https://corporate.readly.com/about-us/sustainability>

MINIMISATION OF READYLY'S ENVIRONMENTAL IMPACT

Readyly's environmental impact is divided into four main areas; emissions from business travel, office energy use, emissions from data centres and servers, and waste management. The work of preventing and limiting the environmental impact is

guided by our environmental policy that includes goals for each area with KPIs to measure our performance. Emissions from business travel and data centers are our largest sources of emissions, particularly scope 3 emissions. In an effort to reduce these emissions, Readyly's travel guidelines do not permit the use of domestic flights.

Energy consumption at Readyly's offices

We strive for low emissions per employee by minimizing energy usage through efficient devices and second-hand electronics. Compliance with environmental laws is ensured in all markets, and we're promoting renewable energy use among suppliers. In markets where Readyly controls the choice of energy and electricity providers, the energy consumption consists of 79 per cent fossil free and 78 per cent renewable energy (heating, cooling, electricity). The decrease shown in scope 2 this year is due to updated emission factors, an increase of renewable electricity and smaller office space in both Växjö and London.

Waste management in operations

In Readyly operations, we focus on managing household, office, and electronic waste. Our aim is to minimize waste by emphasizing reuse and recycling. For example, new employees use equipment from previous users, and we prioritize digital alternatives while reducing packaging and single-use items. Electronic waste is responsibly disposed of at designated collection sites. During 2023, organic waste sorting initiatives commenced in Stockholm, Växjö, and Berlin.

Energy use by servers and data centres

We aim to positively impact IT system suppliers, advocating for energy-efficient and upgraded technologies. Readyly stores content externally on Amazon Web Services' (AWS) servers in Ireland, powered by renewable wind energy. While AWS doesn't disclose emissions data, our external data storage significantly contributes to Readyly's CO₂ emissions and power consumption. In 2023 we managed to reduce the amount of data we store in AWS S3 by approximately 125 TB.

71%

of the respondents in Readyly's global survey said it is important to them that their reading habits are as environmentally and climate friendly as possible⁷.

⁷) User survey, 6 Nov - 1 Dec, 2023. 6,000 respondents across SE, DE, UK, NL, US, IT and AU

Targets for 2024

We are committed to further reducing emissions through digital reading on Readly. We also want to encourage and nudge employees towards sustainable business travel by showcasing successful

cases of colleagues choosing international train travel. Additionally, we plan to establish new partnerships with other commercial brands that share a focus on environmental initiatives.

Readly scope 1, 2 and 3 emissions

GHF Emissions, tonnes CO ₂ eq	2023	2022	2021
Scope 1 – Direct emissions	0	0	0
No company-owned cars or other direct emissions	0	0	0
Scope 2 – Indirect emissions	9.4	19.9	N/A
Location-based electricity + heating and cooling	9.4	19.9	N/A
Scope 3 – Other emissions	32.6	32.4	6.4
Business travel by air	31.0	29.8	6.4
Business travel by rail	0.004	0.001	0.04
Hotel nights	1.6	2.6	N/A

The business travel by air numbers for 2022 has been restated in accordance with new information from the travel provider.

Description of table

Scope 1 emissions covers all emissions from Readly's owned and controlled resources. Since Readly neither use company vehicles or release emission from the company facilities, the scope 1 emissions are zero.

Scope 2 emissions are generated from purchased energy. For Readly, this includes the company's own use of electricity, heating and cooling from our offices.

Scope 3 emissions are indirect emissions in the value chain which are not owned by Readly. This post contains emissions from employees' business travel.

Emission intensity generated from business travel in 2021–2023

Travel emission, tonnes CO ₂ eq/employee	2023	2022	2021
Business travel emission intensity	0.29	0.27	0.07

Energy intensity generated from Readly's offices 2021–2023

Total energy intensity (MWh/employee)	2023	2022	2021
Electricity	0.4	0.5	0.4
Heating	0.8	0.9	1.1
Cooling	0.1	0.1	0.1
Total	1.3	1.5	1.6

TARGETS, ACHIEVEMENTS AND LONG TERM AMBITIONS

Target achievements

In 2023 we set the goal of a 10 % increase of emissions saved from digital magazine and newspaper consumption. The result was an increase of 9.7 %. We also implement our environmental policy further so that emissions from business travel would not exceed 2022 levels. We unfortunately saw a 7 % increase. One of our 2023 goals was also to improve waste sorting across Readly's offices to include more categories. Organic waste is now sorted for the first time in Stockholm, Berlin and Växjö.

Targets for 2024

- 10 % increase of emissions saved from digital reading on Readly.
- 3–5 successful cases of employees opting for international train travel.
- Launch 1–2 partnerships with environmental efforts as joint theme.

Long term ambitions

- Increase the amount of emissions saved through digital reading on Readly.
- Reduce negative environmental impacts from Readly operations.
- Deepen the engagement with stakeholders in the supply chain in regards to environmental issues.

Our employees

Ready's success lies in our joint passion for unlocking a world of editorial content.

Our team at Ready

We are a dedicated team of about 140 people, passionate about our product and proud of our extensive portfolio. Everyone who has joined Ready is actively shaping the future of magazines and newspapers.

During the year, we reorganized our workforce to enhance Ready's competitive position, involving a reduction of around 17 positions, including consultants. That also resulted in merging the product and tech departments.

We have also updated our purpose and vision statement into one purpose statement – “Unlocking a world of editorial content”. By facilitating access to varied editorial perspectives, people are empowered to explore, stay informed and feel entertained, fostering a broader understanding of the world and ways to enjoy and take care of it.

Promote diversity, equity and inclusion (DEI)

With users from over 50 countries and an equal gender distribution, it's important that we have a workforce that understands how our service can best meet the breadth of customer needs and behaviors. According to our internal anonymous DEI survey, 53 per cent of our employees say that they come from an international background. Over the years, we have recruited with a focus on gender balance

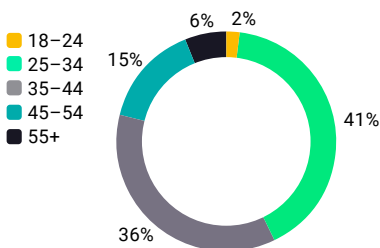
and have been highly successful in regards to our Senior Leadership Team, among our managers and in the company as a whole, as the distribution between women and men is at least 40/60. We now face the challenge of recruiting more women to our tech organisation, where men are still over-represented.

The internal DEI survey this year shows many positive results and that we can do more to use DEI effectively to increase workforce productivity. To be able to follow up on these findings, we have chosen to ensemble an internal diversity committee. The committee will work with initiatives to further improve DEI with Ready.

We have also conducted an educational session for hiring managers about unbiased recruitment. This enables us to create even more diverse and inclusive teams which we believe is key for our business success.

For the third consecutive year, Ready has earned a spot on AllBright's green list due to our gender-equal management team. This year we're also more proud than ever as we came 3rd in competing for the Allbright Award – thanks to our internal dedication such as forming a DEI committee.

Age distribution (headcount)

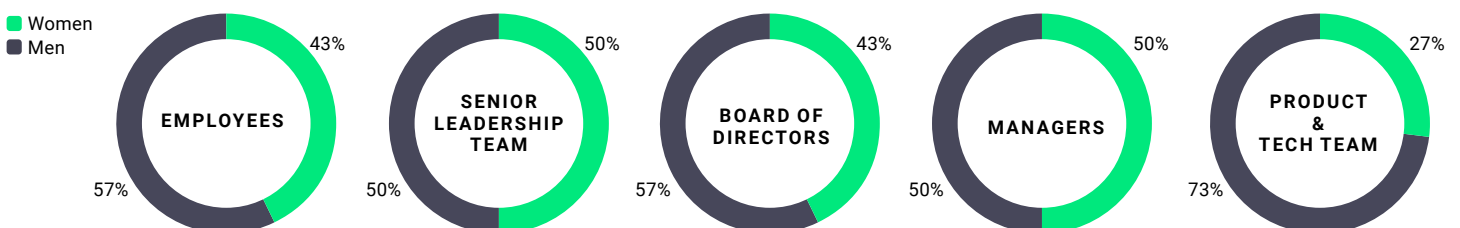


Employee statistics

Number of employees (headcount)	139*
Average number of FTEs	134.4
Sales per avg FTE (SEK m)	5.0
Operating result per avg FTE (SEK m)	-0.4
Employee turnover (voluntary), %	14
Share of employees with international background, %	53

* of whom 27 are consultants

Gender breakdown



We have implemented a new DEI policy which complements our Code of Conduct's focus on diversity and equal opportunity, and aligns with our Work Environment policy's efforts to prevent discrimination.

Our measures encompass a harassment-free and accommodating workplace for all needs. We prioritize equal opportunities in hiring, promotions and skills development. We ensure there is no disadvantage in connection with parental leave and allow flexible work hours to achieve work-life balance. Managers are committed to non-discriminatory practices, fostering respect among colleagues. Annual risk assessments are conducted, addressing discrimination risks, and corrective measures are implemented. Salary mappings are conducted annually.

Ready's Whistleblower system is available for reporting suspected violations of laws, policies, or the Code of Conduct. Regarding work-related conflicts or grievances, it is advised to resolve issues internally, primarily with the manager, CPO or in cases directly with the CEO. The reporting process involves an external platform, &frankly, allowing anonymity for whistleblowers. Upon submission, a case number is provided, and updates are communicated via email or phone. In 2023, we had zero reported cases of suspected violations. According to Ready's internal survey 92 per cent feel safe to

report misconduct to their manager, the CPO or CEO. 89 per cent feel safe to use Ready's secure channel for anonymous whistleblowing.

Be a responsible employer that promotes personal development

Employee health and safety has high priority at Ready. The company has a Work Environment Policy and a Work Environment Committee, with representatives from all our offices, who meet on a quarterly basis, to discuss topics related to conducted risk analysis.

Our leadership forum, with about 25 managers including our Senior Leadership Team, have in 2023 participated in an educational series of seminars and group discussions about transformational leadership. The aim is to raise awareness about the rapid shifts in our industry and how to equip each team with strategies to navigate both challenges and opportunities effectively. In 2023, we held Ready Lab Days and Hackathons to inspire our product and tech teams to innovate and collaborate.

We prioritize equality and well-being in our workplace, ensuring our working terms and conditions align with market standards. This includes competitive pay, pensions, insurance, and flexible work hours.



In early 2024, Ready hosted a meetup in Stockholm, marking the first time employees from all five offices were brought together.

Safeguard ethical relations

We foster strong relationships with stakeholders and prioritise a transparent, trustworthy culture through high ethical standards.

Upholding high business ethics and countering corruption

At Readly, our professional conduct fosters lasting relationships outlined in our Code of Conduct. We encourage stakeholder confidence in raising concerns, promoting accountability and a culture where employees thrive. Ensuring a safe, supportive workplace is crucial, especially in our flexible work settings, where identifying and reporting misconduct can be challenging. In 2023, we recorded zero cases of corruption or breaches of our Code of Conduct. By the end of the year, we introduced a new whistleblowing system from a third party which enables anonymous and secure reporting of any concerns or misconduct, further strengthening our commitment to fostering a transparent and accountable work environment.

Data security on Readly’s platform

Protecting user data, including login details, payment information, and personal data, is paramount for Readly. Any data loss incident would have severe repercussions for our readers, partners, employees, and our business, making it a top priority. Alongside safeguarding sensitive information, it is essential to minimise operational disruptions and that we are well-equipped for unforeseen events. Our measures align with pertinent aspects of the ISO 27001 information security standard and industry best practices.

Careful handling of personal information

In upholding customer integrity and handling personal data, our commitment is to ensure our readers trust us with their information. Our privacy policy, provided to users upon registration, details the collected data and its purposes. It’s consistently available on our website. For instance, collected information helps optimize our service and personalize user experiences. Upon request or when data serves no purpose, we erase or anonymize it. We don’t sell personal data but share aggregated, anonymous information with a few recipients, as outlined in our privacy policy.

We maintain internal processes to honour user rights, including responding to personal data access requests. All third parties accessing user data sign agreements (Data Processor Agreement) to safeguard and prevent unauthorised use. Our continuous updates to technical solutions and internal procedures align with the EU’s GDPR and related data protection regulations. We regularly review our privacy policy to ensure compliance.

In 2023 we have received GDPR requests of information which we have addressed by using the new routines and processes from 2022. These routines and processes have worked efficiently and satisfactorily.

During the year, we have created a new Data Compliance unit to control policy implementation, monitor compliance, carry out continuous risk assessments, conduct training measures etc. Our Head of Legal performs the tasks required by law to ensure compliance with data protection rules including handling complaints regarding data protection, communicating with regulatory authorities, and reports on developments to the Senior Leadership Team on a regular basis.

Ensure a sustainable supply chain

Our supply chain is made up of physical supplies (mainly of office equipment and IT equipment), cloud and other software services, digital marketing platforms, and publishers that provide us with content. Our Supplier Code of Conduct has been reviewed and updated. A link to our whistleblower system is also available on our corporate website.

Our supply chain



Sustainability governance

Our sustainability governance model aims for effective efforts and sustainable outcomes for stakeholders.

Sustainability governance – for effective work and long-term results



Strong business resilience

In 2023, we carefully considered macroeconomic trends and industry shifts when formulating the strategy for the nextcoming two years. We have effectively addressed challenges such as economic slowdowns, consumer financial constraints, and evolving regulations on data protection and consumer privacy. The ongoing digitalization of consumer behaviors, particularly the shift towards mobile content consumption, has led us to enhance our technological capabilities and optimize the mobile experience on Readly. Sustainability has a continuous central focus. Through proactive measures and strategic partnerships, we strengthened our commitment to sustainability and are currently aligning with new regulations. Readly has a Crisis Management Plan and a Business Continuity Plan to ensure that operational disruptions or macroeconomic challenges have as little impact on the business as possible. Read more about how we are managing risks in our risk assessment chapter.

Policies & documentation

Readly’s structure for policies and governance documents is highly developed and covers all sustainability areas, with policies for IT, crisis management, Codes of Conduct, workplace routines and much more. All our governance documents are revised on a regular basis, and approved by either the Board or our Senior Leadership Team. During 2023, we have adopted a DEI policy.

During 2023 our Code of Conduct (CoC) was reviewed, updated and presented to the whole company. 80 per cent of all staff have signed off that they have read and understood our Code of Conduct, Employee Handbook and Work Environment Policy. Readly has implemented the COSO⁹ internal audit framework to ensure reliable reporting, compliance, risk minimisation and prevention of fraud.

9) www.coso.org

SFDR index

Adverse impact data

The Sustainable Finance Disclosure Regulation (SFDR) is a European regulation introduced to improve transparency in the market for sustainable investment products. The regulation introduces environmental, social and governance (ESG) disclosure standards, with the aim to prevent greenwashing and to increase transparency around sustainability claims made by financial market participants.

In 2023's sustainability report, Readyly has chosen to include a SFDR index to provide the market, investors and other stakeholders with data regarding the company's principal adverse sustainability impact (PAI). The indicators that we state as "not collected" can be provided upon request. The indicators that are N/A are not applicable to our business.

Indicator	Metric	Impact
1. GHG emissions (tonnes CO ₂ eq)	Scope 1 GHG emissions	0
	Scope 2 GHG emissions	9.43
	Scope 3 GHG emissions	32.6
	Total GHG emissions	42.0
2. Carbon footprint	Carbon footprint (investors)	N/A
3. GHG intensity	GHG intensity (Scope 1+2+3)/(€M revenue)	0.69
4. Active in the fossil fuel sector	Active in the fossil fuel sector	N/A
5. Share of non-renewable energy consumption and production	Share of non-renewable energy consumption and non-renewable energy production expressed as a per centage of total energy sources	76%
6. Energy consumption intensity per high impact climate sector	Energy consumption in GWh per million EUR of revenue, per high impact climate sector	N/A
7. Activities negatively affecting biodiversity-sensitive areas	Sites/operations located in or near to biodiversity-sensitive areas where activities negatively affect those areas	N/A
8. Emissions to water	Tonnes of emissions to water generated	Not collected
9. Hazardous waste and radioactive waste ratio	Tonnes of hazardous waste and radioactive waste generated	Not collected
10. Violations of UN Global Compact principles and Organisation for Economic Cooperation and Development (OECD) Guidelines for Multinational Enterprises	Involvement in violations of the UNGC principles or OECD Guidelines for Multinational Enterprises	No
11. Lack of processes and compliance mechanisms to monitor compliance with UN Global Compact principles and OECD Guidelines for Multinational Enterprises	Policies to monitor compliance with the UNGC principles or OECD Guidelines for Multinational Enterprises or grievance /complaints handling mechanisms to address violations of the UNGC principles or OECD Guidelines for Multinational Enterprises	p. 22-23
12. Unadjusted gender pay gap	Average unadjusted gender pay gap	4.0%
13. Board gender diversity	Average ratio of female to male board members, expressed as a per centage of all board members	20%
14. Exposure to controversial weapons (anti-personnel mines, cluster munitions, chemical weapons and biological weapons)	Involvement in the manufacture or selling of controversial weapons	No

About this report and its content

The sustainability report is for the 2023 financial year, with sustainability data from 2023. The report is published by Readly International AB which is the parent company of the group. The report also covers Readly International AB's subsidiaries, which are the following; Readly AB, Readly Financial Instruments AB, Readly UK Ltd, Readly GmbH, Readly LLC and Readly France SA.

This report has been prepared based on the materiality analysis that was conducted in 2020. The stakeholder dialogue was conducted in accordance with the AA1000SES stakeholder engagement standard, which is the global benchmark for conducting stakeholder dialogues.

The stakeholder groups consisted of subscribers, publishers, employees including Readly's Senior Leadership Team (SLT), the Board of Directors, investors and equity analysts. By combining the stakeholder groups' expectations and the SLT's joint assessment of long-term commercial value, three aspects were singled out as

having particularly material importance, where we have the greatest potential to make a difference. The prioritisation serves as the basis for Readly's strategic sustainability work, including the setting of KPIs, targets and action plans. Readly's Senior Leadership Team adopted the materiality analysis in 2020 and the Sustainability Strategy in 2021. The materiality analysis will be updated according to CSRD during 2024.

Sustainability data has been collected through internal systems and suppliers. Employee data is presented both in headcount and per FTE. Greenhouse gas emission data has been calculated according to the GHG Protocol¹⁰ based on information from suppliers and estimates where data is not available¹¹. The figure regarding business travel by air in the annual sustainability reports of 2022 was incorrect due to an identified data error. This has now been recalculated.

This is Readly's fourth annual sustainability report.

Contact

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Sustainability definitions

Headcount:

Headcount refers to the actual number of individuals employed by an organisation, regardless of the number of hours they work or their employment status.

FTE (Full-Time Equivalent):

FTE takes into account the number of hours that each employee works, and expresses it as a full-time equivalent. It represents the number of full-time employees that an organisation has, regardless of whether those employees actually work full-time or part-time.

¹⁰) www.ghgprotocol.org

Auditor's report on the statutory sustainability report

To the general meeting of the shareholders in Readly International AB,
corporate identity number 556912-9553

Engagement and responsibility

The responsibility for the statutory sustainability report for the year 2023 lies with the board of directors, ensuring its preparation in accordance with the Annual Accounts Act.

The scope of the audit

Our examination has been conducted in accordance with FAR's auditing standard RevR 12 The auditor's opinion regarding the statutory sustainability report.

This means that our examination of the statutory sustainability report is substantially different and less in scope than an audit conducted in accordance with International Standards on Auditing and generally accepted auditing standards in Sweden. We believe that the examination has provided us with sufficient basis for our opinion.

Opinion

A statutory sustainability report has been prepared.

Stockholm 25 March 2024

Öhrlings PricewaterhouseCoopers AB

Aleksander Lyckow
Authorised Public Accountant



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