

Acquisition of Toutabo SA

Establishing a leading position in France - Europe's largest magazine market



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CEO



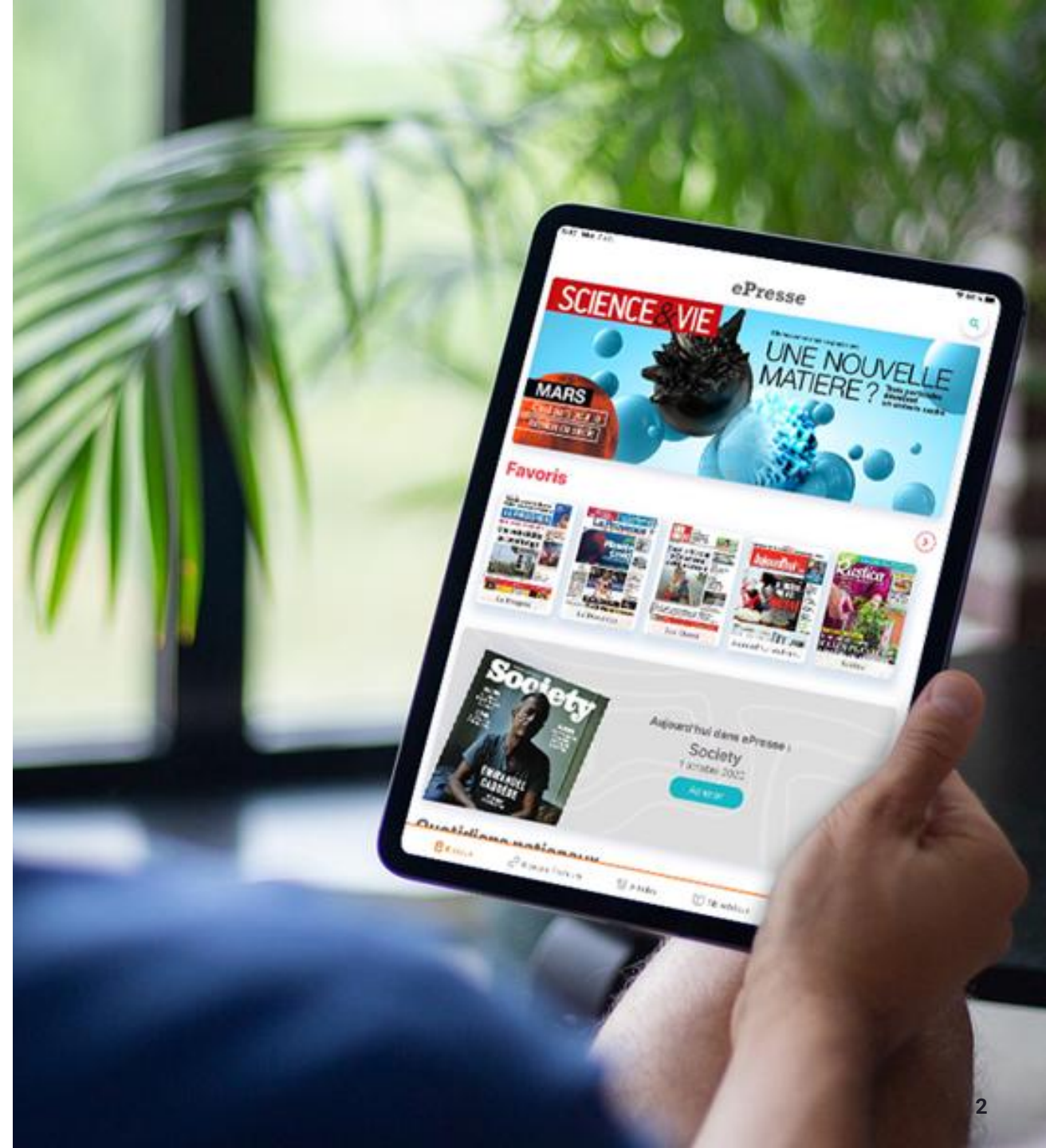
Johan Adalberth

CFO



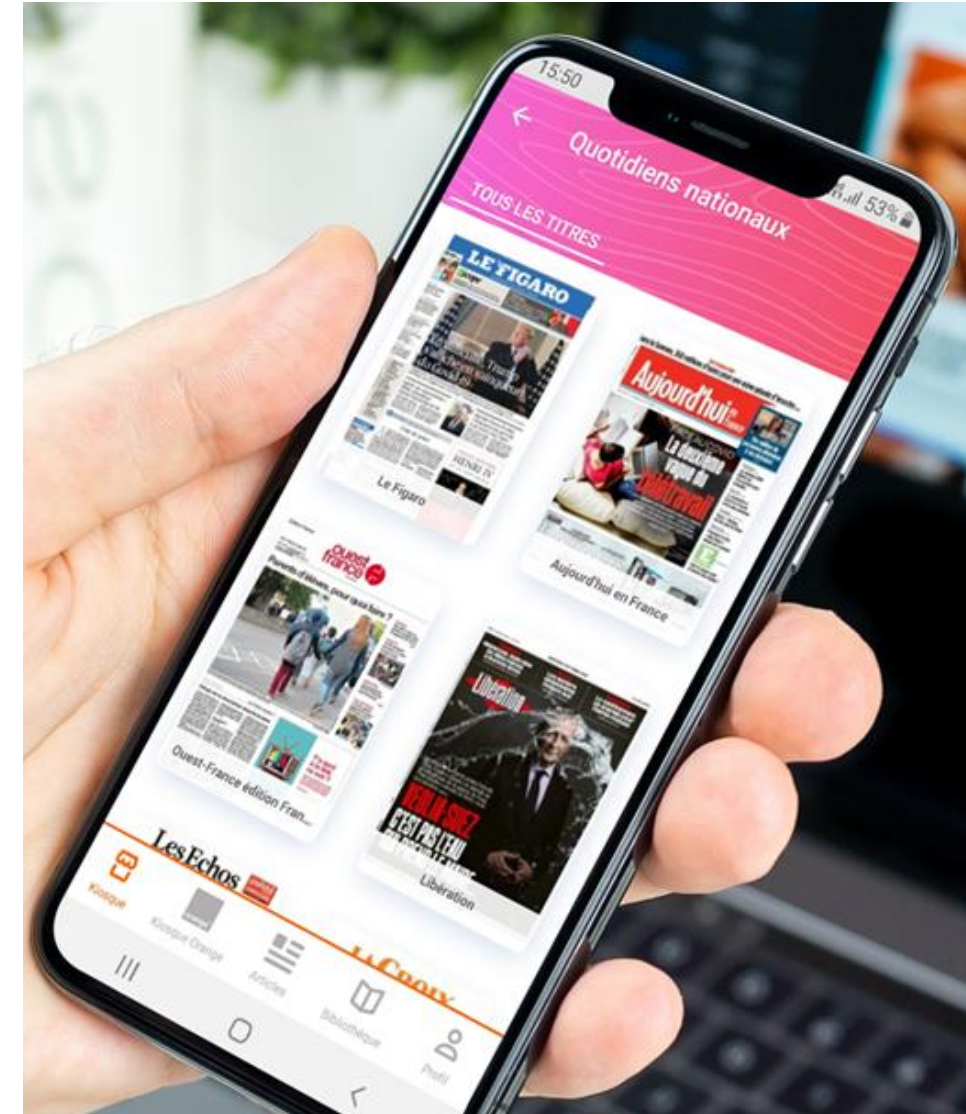
Today's announcement in brief

- Through the acquisition of Toutabo, Readly adds a best-in-class French content portfolio and joins forces with a very experienced team.
- Establishing a leading position in Europe's largest magazine market.
- Further strengthening the value proposition to publishers, commercial partners and subscribers.
- Solidifying our category leadership in Europe.



Toutabo, a leading French digital subscriptions provider

- Founded in 2005 by current management.
 - Lean organisation of 14 employees. Headquarter in Paris, France.
 - Strong track-record and established relationships with major publishers and commercial partners.
- Main focus on B2C and also providing a B2B solution through the digital subscription app ePresse.
- More than 1,000 magazines and 300 newspapers from ~280 publishers.
- Net sales of ~ 6.6 MEUR, Gross margin of 35% and an EBITDA of -173 kEUR in 2020.



Acquisition in accordance with Readly's growth strategy

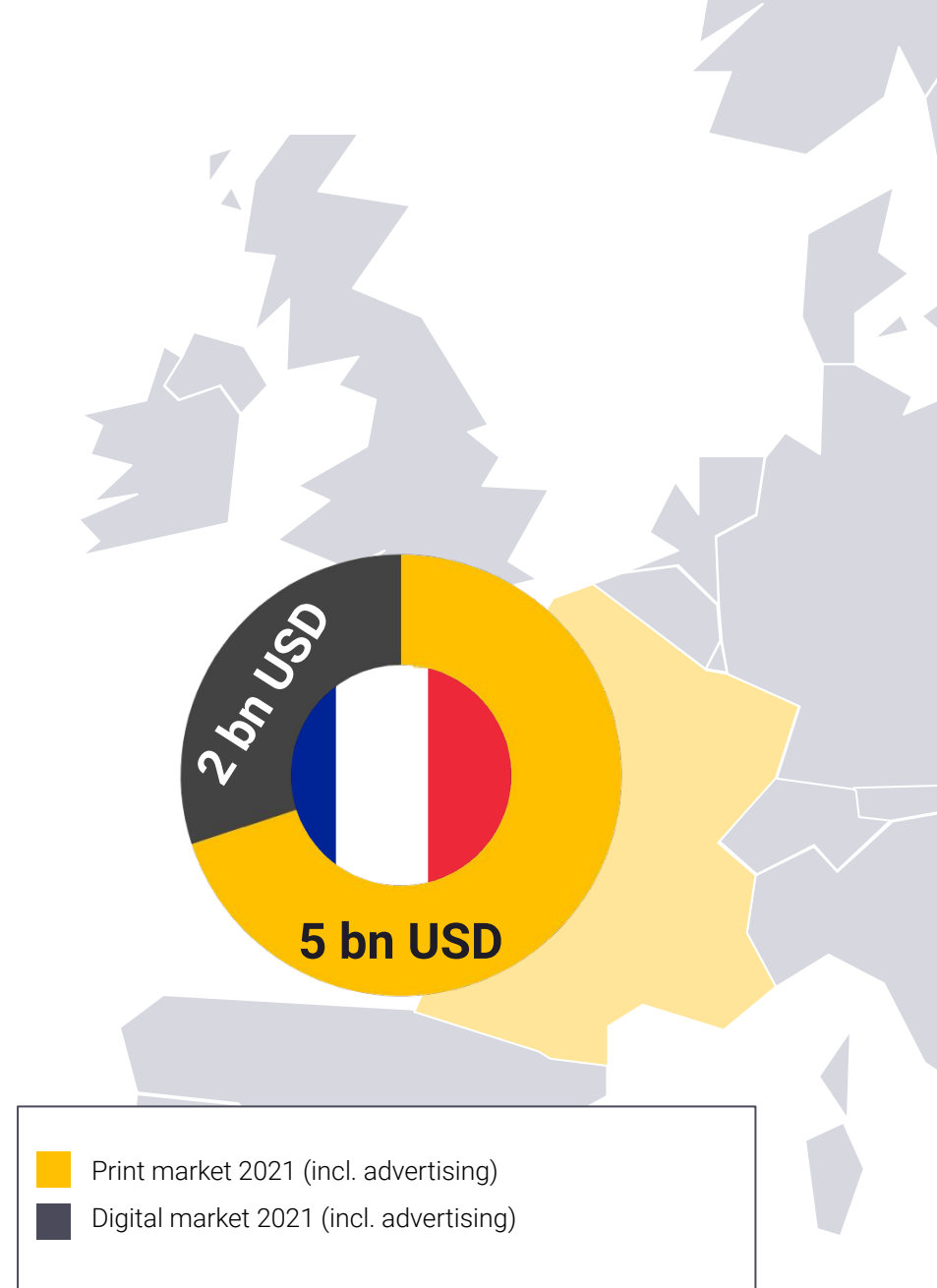
Transform the consumption of magazine content,
offering the greatest experience and the broadest selection



A USD 60BN market opportunity characterized by low digital maturity - supported by strong megatrends

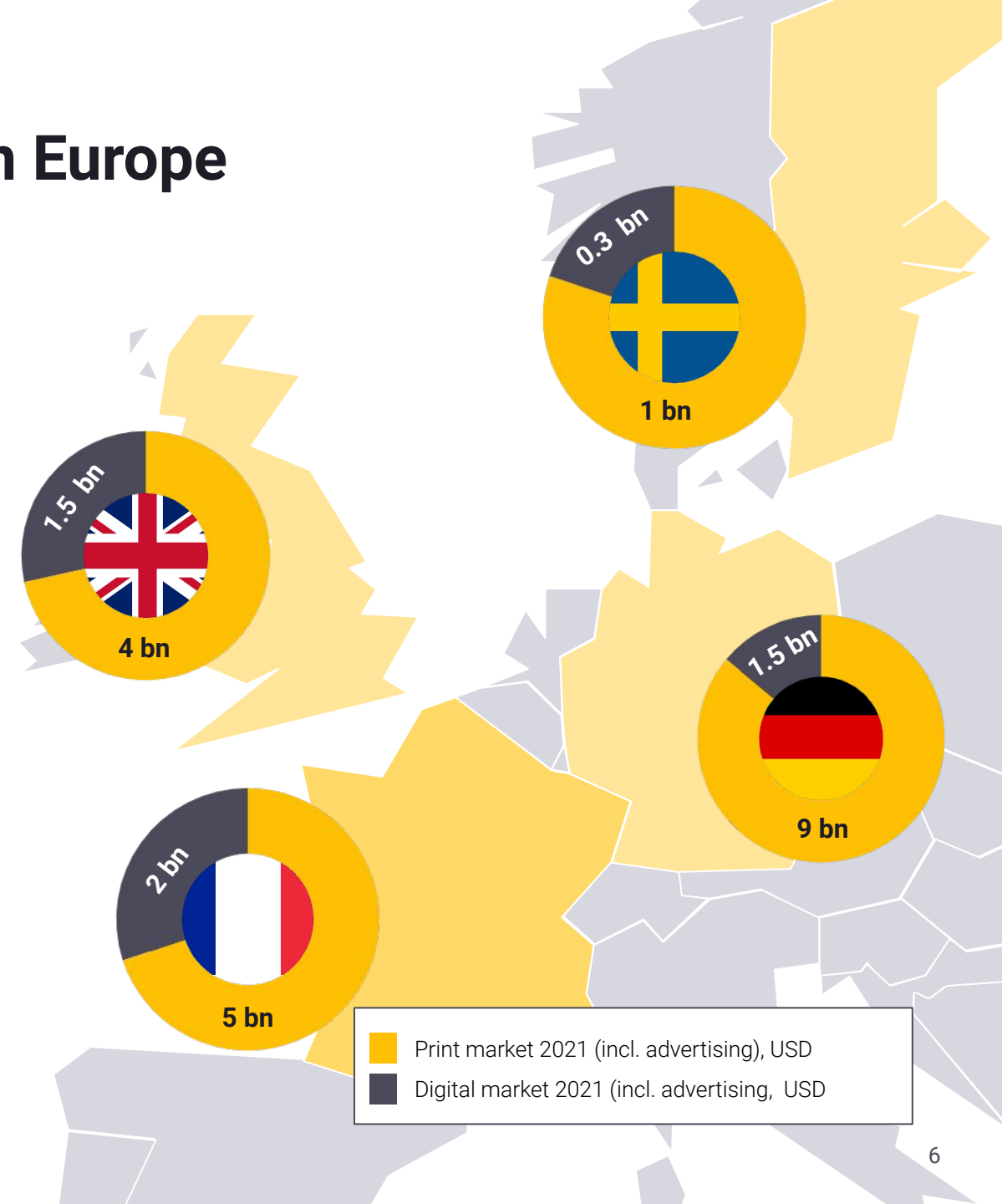
Establishing a leading position in Europe's largest magazine market

- French magazine and newspaper market expected to be worth ~7.2bn USD in 2021, with a digital penetration of ~30%.
- Strong digital shift expected in the market
- France has one of the highest magazine spend per capita.
- An unique opportunity to bring on board an experienced and established local French team with strong publisher and partnership relationships.



Solidifying our category leadership in Europe

- Leading positions in major European markets estimated to be valued ~25 BN USD in 2021.
- Strengthening our European category leadership position and improving the value proposition.
- ~6,000 magazines and 350 newspapers from over 1,000 publishers.
- Well positioned for continued strong growth and further expansion, attracting the French speaking population across the world.



Further strengthening the value proposition to publishers, commercial partners and subscribers

- Empower French publishers to further monetise their content and increase their revenue, circulation, strategic audience reach and brand footprint.
- Access to over 40 BN data points creating valuable customer insights.
- New opportunity for cross-market partnerships at Readly.
- Fully serve multilingual markets such as Switzerland.



Purchase price and financing

- Base consideration of EUR 3.9 million on a cash and debt free basis payable upon completion.
- Earn-out of maximum EUR 4.3 million payable upon certain criterias.
- Base consideration and earn-out to be paid partly in cash, partly in shares.
- Completion of the acquisition is expected to occur around the end of October 2021.
- The acquisition will over time support Readly's financial targets



Key takeaways

- Through the acquisition of Toutabo, Readly adds a best-in-class French content portfolio and joins forces with a very experienced team.
- Establishing a leading position in Europe's largest magazine market.
- Further strengthening the value proposition to publishers, commercial partners and subscribers.
- Solidifying our category leadership in Europe.



Q&A