



Readdy

SUSTAINABILITY REPORT



2020

Contents

Introduction

Foreword	5
Sustainable digitalisation of magazines	6
5 sustainability highlights 2020	7
Readly's prioritised sustainability aspects	8
Environment	9
Contribute to climate-friendly magazine reading through digitalisation	9
Minimisation of Readly's environmental impact	11
Energy consumption at Readly's offices	11
Waste management in operations	11
Energy use by servers and data centres	12
Social external aspects	12
Provide responsible content and counter the spread of fake news	12
Empower people to be educated, engaged and entertained	13
Support and develop an inclusive reading experience	14
Strengthen the joy of reading among children and young adults	14
Social internal aspects	15
The Readly Mindset – our culture	15
Promote equality and diversity throughout the organisation	15
Attract talent	16
Be a responsible employer that promotes personal development	16
We safeguard good and ethical relations	17
Upholding high business ethics and countering corruption	17
Guarantee data security	17
Secure handling of personal data	17
Ensure a sustainable supply chain	17
Our team at Readly	18
Sustainability governance	21
About this report and its content	22
Auditor's opinion regarding the statutory sustainability report	23

A man with a beard and light-colored shirt is looking down at a tablet he is holding. The background is a workshop with a brick wall and various tools. The image is darkened to serve as a background for the text.

**Bringing
the magic of
magazines
into the
future**



**The core of
our business
is an important
contribution to
a sustainable
future**



Readly's Sustainability Report 2020

2020 was a year characterised by change – both at Readly and in the world we work in. The company was listed on the stock exchange, expanded to new markets and grew as an organisation. All this took place during an uncontrolled pandemic and a tough time for the publishing business.

With increased size comes higher demand and expectations on Readly's role as a sustainable company. And in the present we now find ourselves in, it is clear that Readly can make a difference in many ways.

Publishing a sustainability report for the first time is part of Readly's focus on more strategic sustainability work that was initiated during the past year. By conducting systematic sustainability work from the ground up, Readly is increasing its opportunities to create value for its entire ecosystem and drive the entire industry in a more sustainable direction.

I'm looking forward to the work ahead!

Patrick Svensk
Chairman of the Board
Readly International AB

“With increased size comes higher demand and expectations on Readly's role as a sustainable company. And in the present we now find ourselves in, it is clear that Readly can make a difference in many ways.”



INTRODUCTION

Sustainable digitalisation of magazines

Readly's purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. We strive to lead the digitalisation of the magazine industry and thereby have a positive impact on society and create long-term value for the entire world we work in. In today's society it is clearer than ever that the core of our business makes a vital contribution to a sustainable future.

Readly's role and impact in sustainability

Readly's vision is "to transform the consumption of magazine content by offering the greatest experience and the broadest selection". This also includes doing so in a sustainable and responsible way, with the smallest environmental impact and in the most inclusive way possible.

During the year we performed a materiality analysis that takes into account various sustainability perspectives, measured our carbon footprint and implemented a number of policies and

codes of conduct that prescribe how both we and our suppliers are to work with each other. Development of a framework for addressing sustainability issues has begun, where sustainability work is integrated in the business strategy. The work on delegating responsibility to key functions in the organisation will be completed during next year. In 2021 a strategy will also be developed.

This year's sustainability report is Readly's first and will serve as the foundation for continued work in the years ahead.

Together with people in the world around us, key aspects and expectations have been included in Readly's sustainability work.

During 2021 we will continue to develop our sustainability strategy and lay the foundation for long-term sustainable value creation for both Readly and our stakeholders.

The result of our sustainability work is to lead digitalisation of the magazine industry and thereby make a positive contribution to people, the environment and society.



5 sustainability highlights 2020

Climate-friendly reading

In spring 2020 we conducted an analysis together with Ethos International that indicates that reading on Readly generates 76 per cent lower CO₂ emissions than the corresponding consumption of printed magazines.



Reading on Readly generates 76 per cent lower CO₂ emissions.

Visit from Reporters Without Borders

We are proud members of this important organisation, and one of the year's high points was when the chair of the organisation's Swedish chapter, Erik Halkjaer, paid us a virtual visit and talked about the important work they do.



Readly ♥ Läslovet

To encourage more children and adults to read out loud, for the second year in a row Readly paid tribute to the school autumn break in Sweden ("höstlovet"), which has alternatively been coined as the Reading Holiday ("läslovet") by the Swedish Institute for Children's Books.

Strong engagement for female role models

Articles covering, for example, Ruth Bader Ginsburg's work and contributions to a better world and Gunhild Stordalen's involvement in sustainability issues were among the most popular features under the Discover tab in the Readly app. One of the most engaging contributions to our social media flow focused on Judi Dench, the oldest person to feature the cover of British Vogue at the age of 85. We are happy about the importance that our users attach to female role models and proud to be able to spread journalistic content that contributes to knowledge and engagement.



Supplier Code of Conduct

Our Code of Conduct was complemented with a Supplier Code of Conduct, where among other things we encourage strategic work to ensure diversity and equality.

Readly's prioritised sustainability aspects

An active and transparent dialogue with our stakeholders is key for gaining an understanding of where our sustainability work has the greatest benefit, and it prepares the organisation to address factors in our external operating environment that could affect operations.

During 2020, subscribers, publishers, employees, the Board of Directors, investors, equity analysts and others were given an opportunity to share their perceptions of Readly from a sustainability perspective. This formed the basis of Readly's materiality analysis.

Through stakeholder dialogues, 14 prioritised aspects have been compiled, where Readly has the opportunity to analyse how the company can meet stakeholders' expectations. The analysis was also based on Readly's impacts from and on its operating environment, the Global Risk Report 2020 and a risk analysis performed by Ethos International.

All aspects have been deemed relevant for Readly, but by combining the stakeholder groups' expectations and the Senior Management Team's joint assessment of long-term commercial value, three aspects have been singled out as having particularly material importance and where we have the greatest potential to make a difference. The prioritisation will serve as the basis for Readly's strategic sustainability work going forward, including the setting of KPIs, targets and action plans.

In this sustainability report we summarise how Readly is working to maximise our positive impacts from environmental, social, ethical and governance perspectives. The content reflects the materiality analysis.

Readly's materiality pyramid – how we prioritise our most material sustainability aspects



1) http://www3.weforum.org/docs/WEF_Global_Risk_Report_2020.pdf

READLY'S PRIORITISED SUSTAINABILITY ASPECTS



Environment

Through digitalisation Readly's goal is to increase the consumption of journalistic content with the lowest possible climate impact. Our subscribers are clearly environmentally conscious. Our yearly surveys show that the choice of buying a Readly subscription is based partly on a desire to reduce one's environmental impact. Customers in all our markets have ranked the fact that Readly is a climate-friendly way of consuming magazines as one of the most important sustainability aspects.

Contribute to climate-friendly magazine reading through digitalisation

A major benefit of digitalisation of magazines is the positive effect it has on consumers' carbon footprint. In 2020 Readly conducted a study together with Ethos International that calculated the level of greenhouse gas emissions that is avoided by reading a digital publication on Readly's platform. The calculation compares the carbon footprint from reading a digital magazine with the printed equivalent. The difference in reading habits between printed and digital versions as well as the split between tablets and smartphones was taken into account.

To determine a tablet's or smartphone's share of a user's carbon footprint, an estimation was also made of how many hours the device is used to read a magazine compared with how many hours the device is used in total over its lifetime. The devices' environmental impacts arise in production, charging and recycling. Since these figures differ between smartphones and tablets, the breakdown between devices is significant for the end result.

READLY'S PRIORITISED SUSTAINABILITY ASPECTS



The following conclusions can be drawn from the result:

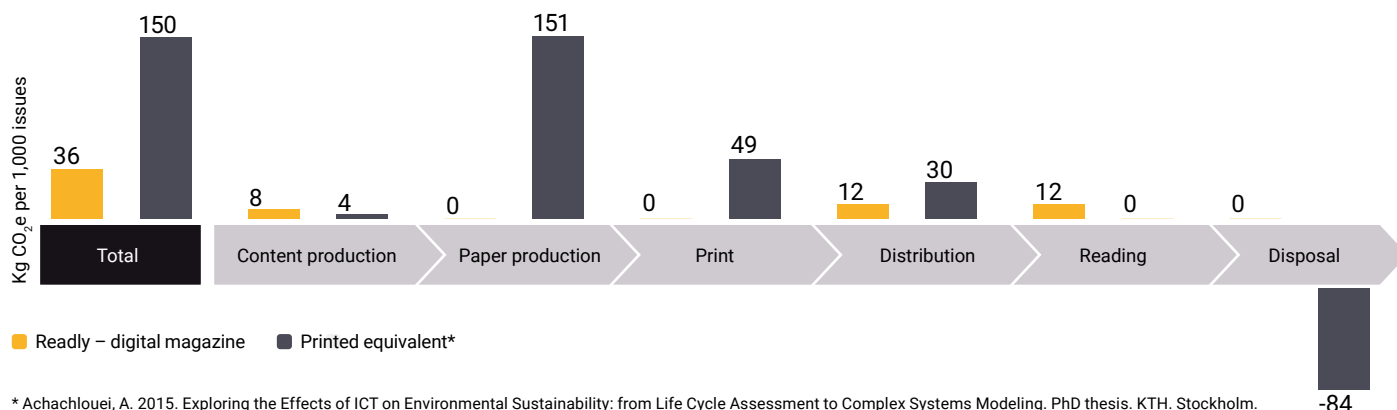
- The study indicates that reading a digital magazine on the Readly platform results in 76 per cent lower greenhouse gas emissions than reading the printed equivalent.
- The reduction in CO₂ emissions in 2020 corresponds to approximately 11,300 tonnes CO₂e, or the equivalent of 160,000 produced and recycled iPhones.²
- The percentage level of reduced greenhouse gases per read digital magazine is affected by whether the reader used a tablet or smartphone, where the latter has a higher climate impact than the former. In the 2020 calculation, a change of -3 per cent was noted from 2019, as a larger share of reading was done on smartphones compared with previously.
- Avoided paper production and printing are the two biggest reasons why reading digitally is better for the climate.
- A large share of the climate impact from printed magazines comes from the required consumption of energy and resources. Recycled magazines partly reduce the need for virgin resources and fossil energy sources, as the paper is re-used or incinerated for energy recovery. This way, recycling contributes to the carbon footprint being lower than without recycling.
- Production and waste management of the subscriber's electronic device accounts for most emissions from reading a digital magazine, followed by the subscriber's access to and use of the internet's infrastructure.
- Emissions from business travel and data centres are Readly's largest sources of emissions.
- In addition to the lower climate impact from digital reading, other environmental impacts also decrease as paper production and printing require the cutting of trees and result in emissions of chemicals – factors that are entirely avoided by reading digital magazines.

2) www.apple.com/environment/pdf/products/iphone/iPhone_12_PER_Oct2020.pdf

Read more in the complete climate study from Readly on our website <https://corporate.readly.com/about-us/sustainability/>.

READLY'S PRIORITISED SUSTAINABILITY ASPECTS

Climate impact from magazines – digital versus a printed equivalent



Minimisation of Readly's environmental impact

The Covid-19 pandemic has required a global transformation like no other. Readly's offices have stood empty since March 2020, and many trips by airplane have had to be cancelled. Much of the direct environmental impact from our operations is coupled specifically to offices and travel, but also to waste and data centres.

With offices in Stockholm, Växjö, Berlin and London as well as collaborations with hundreds of publishers and commercial partners around the world, meetings play a big part in daily life at Readly. We have always made an effort to conduct virtual meetings, mainly as a way to reduce business travel, which is time-consuming, costly and a burden on the climate. As a growth company, part of Readly's plan is to launch its service in new markets, which also necessitates

business travel. This can be minimised by recruiting local resources as required as our subscriber base and presence in the market grows.

Once the world returns to the "new normal", we realise that many of our meetings that previously required air travel can continue to be held virtually.

Emissions generated from business travel in 2019 and 2020

	2019 (km, thousands)	2019 (kg CO ₂ e)	2020 (km, thousands)	2020 (kg CO ₂ e)
Air	747.5	126.7k	230.7	53.2k
Rail	122.9	0.6	14.7	0.1

Examples in 2020 of Readly's digital readjustment during the pandemic



- During 2020 we launched Readly in Australia and New Zealand, which was largely achieved through virtual working.
- In 2020 our annual Client Day conference was held as a virtual event.
- The final phase of the IPO was conducted mainly via virtual meetings and remote work.

Energy consumption at Readly's offices

We introduced mandatory work from home at the end of March 2020, which likely affected total energy consumption and kept it at a relatively low level during the year. Since the offices have been used for specific occasions, they have been kept heated and were cleaned more frequently than usual. Going forward, when we return to normal use of our offices, we see that actual energy consumption will rise, as our staffing is growing. The office in Växjö, where our tech organisation is located, requires higher levels of electricity and ventilation than the Stockholm offices due to all the IT equipment.

Waste management in operations

As Readly provides a digital service for magazine reading, only household, office and electronic waste arise in operations. With respect to office equipment and electronic waste, we strive to re-use as much as possible. New employees inherit equipment from their predecessors, and new models are bought only if existing equipment breaks. The only exception concerns purchases of the newest models to test and develop our service to make sure it works on all consumer devices. To minimise the amount of

READLY'S PRIORITISED SUSTAINABILITY ASPECTS

scrapped electronics, an internal evaluation is always conducted of equipment that does not work satisfactorily to find out if the malfunction can be remedied with new hardware or software. All offices dispose of electronic waste at designated environmental collection sites.

Waste sorting is conducted at all offices. Ahead of 2021 plans have been drawn up for our largest office, in Stockholm, to introduce an improved waste sorting system where waste is picked up on demand for material that does not fill up on a regular basis, such as glass and metal, and monthly for more frequently disposed of material, such as paper and containerboard. When exactly we start this initiative depends on when we can return to working in the offices.

Another concrete example of how we are actively minimising our waste is the Växjö office's donation of office furniture to Erikshjälpen³, a second-hand charity organisation, instead of sending it to a landfill in connection with a move. In this way the furniture was given another life, while the revenue earned from its second-hand sale by Erikshjälpen was used for social sustainability projects in Africa, Asia and Europe.

Energy use by servers and data centres

As a company we strive to have a positive influence on suppliers of IT systems and equipment to ensure that they are as energy-efficient as possible and that upgrades to greener technologies are conducted in pace with societal development.

Readly's content is stored externally at Amazon Web Services' (AWS) servers in Ireland, as they are one of the vendors that can handle the volumes of data that a service like Readly requires. AWS has set a target to have 80 per cent renewable energy by 2024, and 100 per cent by 2030. To achieve this target they are conducting continuous work with energy efficiency improvement and reduced use of water in their cooling systems. Although AWS at present has chosen to not share emissions data, we are aware that our external data storage capacity accounts for a large share of Readly's CO₂ emissions.

Electricity consumption and waste sorting at Readly's offices 2020

	London	Berlin	Stockholm	Växjö
Property owner	We Work	GSG Asset GmbH & Co Verwaltungs KG	MP Gusto	Norrporten i Växjö AB
Available workspaces	16	14	50	22
Area (m²)	50	125	358	384
Waste sorting	Yes	Yes	Yes	Yes
Electricity (kWh)	9,092	2,291	9,286	14,657
Heat (kWh)	9,369	n.a.	51,230	35,000
Cooling (kWh)	3,219	n.a.	7,756	12,300

3) <https://erikshjalpen.se/vad-vi-gor/>

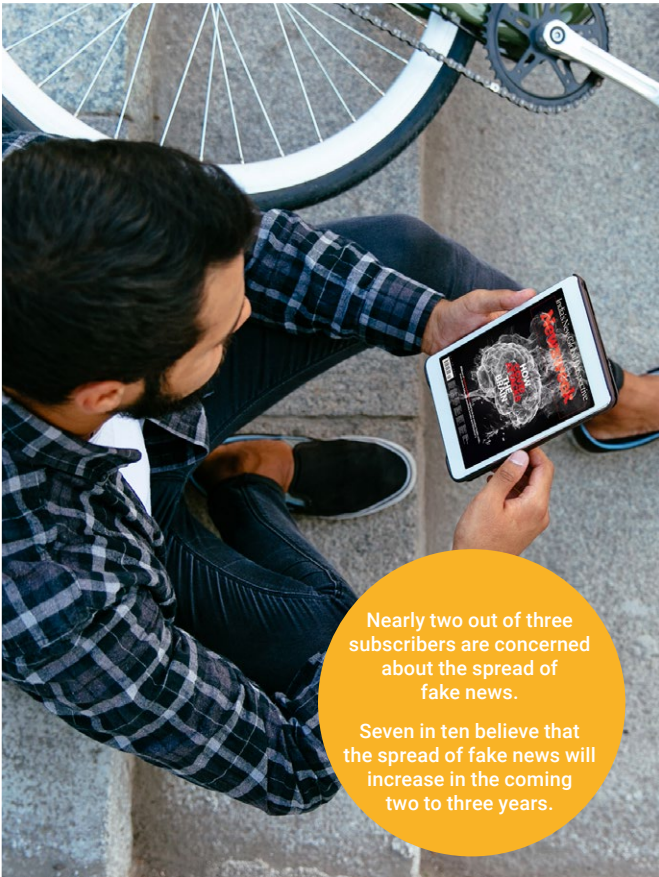
Social external aspects

With our content and service, Readly can contribute to a more sustainable society by focusing on its subscribers. We see great opportunities to meet people's needs for information and knowledge. The goal is to create positive social effects that enable people to develop and live in a healthy democracy in which journalism from various countries is easily accessible.

Provide responsible content and counter the spread of fake news

Readly provides an offering in which there is a editor-in-chief behind all content on the platform who is responsible for the respective publications' operations, content and policies. Content on Readly must also be in compliance with the respective countries' laws and regulations, be relevant for our subscribers, and meet our ethical guidelines.

During the Covid-19 pandemic a new, rapidly spreading wave of false information emerged, which is so prevalent that a new term for it has even been coined – "disinfodemic". The search for information on the pandemic from reliable sources has helped



READLY'S PRIORITISED SUSTAINABILITY ASPECTS

raise trust in established news outlets. We are therefore glad to have expanded our portfolio at Readly to include content from a number of well-established journalism institutions, such as The Guardian, The Observer, Metro, the Evening Standard, The Daily Mirror, Aftonbladet and Der STANDARD kompakt.

It is important for Readly that the content we provide through third-party publishers is relevant to our audience and in line with our ethical guidelines as laid out in our Code of Conduct and our Supplier Code of Conduct. Our content team vets all magazines manually before they are included in our platform.

Summary of our ethical guidelines

- Respect human rights.
- Encourage diversity within the organisation and promote equal opportunity in employment.
- Strive to safeguard the physical and mental well-being of all employees.
- Published content may not contain libellous, defamatory or unlawful material.
- Respect and value the personal integrity of our customers and employees.
- Comply with all laws, rules and regulations governing bribery and corruption.

Empower people to be educated, engaged and entertained

There are countless examples of how journalistic content can be a force for good. It empowers consumers to understand the complex world we live in, to gain knowledge, to find inspiration and get engaged, to learn new skills and explore new interests, or quite simply to enjoy an entertaining moment at the end of the day. At Readly we can bring that positive force to people, connecting our subscribers with all the quality content we offer on our platform – magazines and newspapers from the respected and well-known publishers that we partner with.

Through digitalisation we help our readers gain perspectives from both national and international sources the minute the latest issue is released, in addition to giving them access to a vast catalogue of back issues.

The reading trends on Readly in 2020 show that the reading of back issues increased compared with 2019 and accounted for nearly 20 per cent of all magazines read. Foreign titles, i.e., editions from a country other than the subscriber's country of domicile, also accounted for nearly 20 per cent of all magazines read globally. It is primarily people from smaller countries that do the highest share of reading of foreign titles. This indicates that reading foreign titles may have a lot to do with finding special-interest magazines from countries with a wider offering.

Countries that instituted lockdowns in 2020 showed spikes in reading times during the lockdown periods, as subscribers



At Readly we supported Black Lives Matter by highlighting content relating to the social movement on our Featured Articles carousels as well as in posts in social media.

showed greater interest in home activities. Accordingly, the reading of magazines in the Food & Drink, Home & Renovation and Interior Design categories increased significantly worldwide.

On average Readly subscribers consume 13 magazines per month – a number that shows that we are contributing to the discovery of new titles. The average reading time per user is 7 hours per month and around 20 minutes per session.

Through our service development we want to help people discover quality journalism – content they might otherwise not come across. In 2020 we shared many reading tips in our own and social media channels to help create an understanding of events that are transpiring in the world around us, where magazines and articles can contribute with insights and education on selected topics.

• International Women's Day

Readly joined the celebration of International Women's Day through a campaign in social media and customer newsletters.

• Covid-19

Since the World Health Organisation declared that the spread of the coronavirus had evolved into a pandemic, there has been a huge need for information and education. Our editors have continuously published relevant articles on our article feed in the app to help Readly's subscribers stay informed. Through our social media channels, during the year Readly spotlighted articles focusing on the pandemic to provide readers with in-depth reviews of the latest news, but also uplifting stories and tips for activities on how to bide their time during lockdown.

• Black Lives Matter

At Readly we supported Black Lives Matter by highlighting content relating to the social movement on our Featured Articles

READLY'S PRIORITISED SUSTAINABILITY ASPECTS

carousels as well as in posts in social media. On #Blackout-Tuesday we also voiced our position as a company, employer and media platform by dedicating that day's post on Facebook and Instagram in support of Black Lives Matter and to help raise awareness about racism.

• Pride

We have celebrated Pride by highlighting content from titles such as the world's leading LGBTQ+ magazine, Gay Times, and other relevant articles in our own and social media channels. We also welcomed Winq to our platform – the largest queer lifestyle magazine in the Netherlands.

Last but not least, many people read magazines quite simply as a form of entertainment – to unwind from daily routines, relax, enjoy “me-time” and for a bit of escapism. Categories such as crosswords, DIY, celebrity & entertainment, and food & drink are all examples of popular content. Entertainment as such can therefore have a positive impact on well-being and be a source of happiness. This was clearly seen in 2020 during periods of lockdown in several countries where reading titles in several of these categories spiked. It can certainly be suggested that reading magazines has helped many people deal with periods of isolation during the pandemic.

Support and develop an inclusive reading experience

At Readly we aim to provide a portfolio of content that mirrors all of society and fosters inclusion, diversity and equality regardless of age, gender, ethnicity, sexual orientation, political opinion or faith. Regardless of one's interests or nationality, Readly's ambition is to offer a wide range of newspapers and magazines so that everyone in society can enjoy the positive power provided by journalistic content. At present Readly offers titles from 900 publishers in 17 languages in 50 countries. We have more than 5,000 magazines divided into 36 different categories. By making the content available digitally, at Readly we provide affordable and easily accessible content to anyone with a connected smartphone, computer or tablet.

Moreover, compared with printed magazines, digital reading offers opportunities to assist people with impaired vision and colour-blindness, for example, as both Apple⁴ and Google⁵ offer advanced technical features such as screen magnifiers and contrast filters in their respective operating systems.

Strengthen the joy of reading among children and young adults

Reading magazines and newspapers at an early age is an important step in developing a strong sense of well-being and active citizenship later in life. We know that many children use Readly. The average time spent per user in the children's categories on Readly increased in 2020 compared with a year earlier. By the end of October, for example, reading time had increased by as

much as 40 per cent in the comics category, 10 per cent in the kids category, and 8 per cent in the teen & young adult category compared with the full year 2019. This can be partly credited to a growing portfolio.

Today we offer a total of 43 Swedish titles, 22 English titles and 20 German titles in the kids, teen & young adult categories. During the year, our offering was expanded to include a number of new magazines, including in Italy with the addition of History Kids and Pianeta Enigmistica Kids.



Examples from 2020 of how using Readly affects our users

- 60% of our users say that using Readly makes them feel better informed.
- 44% feel more relaxed.
- 39% feel more inspired and more curious.
- 24% feel they are more educated.
- 18% become less absorbed by social media and gaming apps.

Source: Readly global user survey 2020

4) <https://www.apple.com/accessibility/>

5) <https://www.android.com/accessibility/>

READLY'S PRIORITISED SUSTAINABILITY ASPECTS

Social internal aspects

Our employer vision is to offer everyone who works at Readly a place in the driver's seat as we digitalise the magazine market together. Sitting in the driver's seat means giving everyone the right and obligation to take initiative, be engaged and influence. We believe in a decentralised organisation where everyone on the team plays an equally important role – regardless of title or area of responsibility. The key to our long-term and fast growth is a non-hierarchical structure where initiatives and decisions are not concentrated to a handful of executive decision-makers.

The Readly Mindset – our culture

The "Readly Mindset" reflects our aspiration to Be Brave, Say It as It is, and Win as a Team. Our ambition is, among other things, to be able to work more across and between different departments and use the collective knowledge of our various teams in the best way possible.

We want everyone to feel an equally great responsibility and equally many opportunities to contribute to Readly's sustainability work. In doing so we will have the best foundation to instil engagement among our people and promote creativity and innovation to achieve the best possible results.

The Readly Mindset

Be Brave

Behaviours reflecting a Be Brave mindset include:

- I challenge the status quo
- I take initiative and ownership
- A mistake that we learn from is not a failure
- I bring passion and grit
- I constantly seize new opportunities to grow our business

Say It as It is

Behaviours reflecting a Say It as It is mindset include:

- I build trust through honesty, transparency and mutual feedback
- I share information openly and proactively
- I communicate in a clear, crisp and respectful way
- I listen actively to fully understand

Win as a Team

Behaviours reflecting a Win as a Team mindset include:

- I am curious and always willing to learn
- I seek different perspectives, ideas and opinions
- Disagree, discuss and commit
- We help each other and share credit
- Our ecosystem's success is my driving force

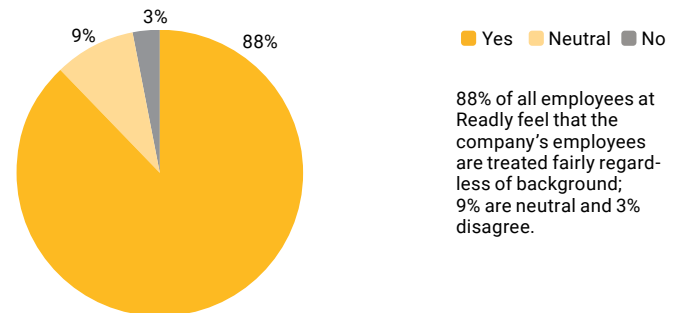
Promote equality and diversity throughout the organisation

We believe that equality and diversity are of strategic importance for our company. Our subscribers from more than 50 countries are evenly represented by men and women, and therefore it is important that we develop the product to ensure it meets diverse needs and subscriber patterns.

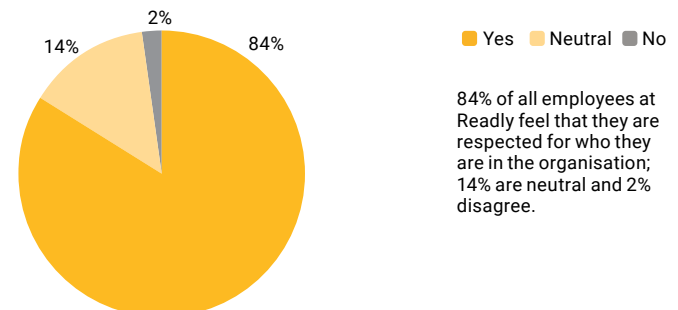
For us it is essential that recruitment and negotiations of pay and benefits are based only on the individual's abilities and performance. We do not tolerate discrimination of any form, which is also stipulated in the Code of Conduct that we adopted during the year.

Being part of the tech industry means that we – like many other companies in the industry – must engage ourselves more to be able to compete for women developers, who are fewer than men. It also means that we have a responsibility to inspire and encourage more women to develop an interest in tech careers. During 2020 we took further steps forward in the company's gender equality and diversity work as part of our efforts to ensure that going forward we can continue to offer a workplace characterised by an even gender balance and openness.

Fair treatment

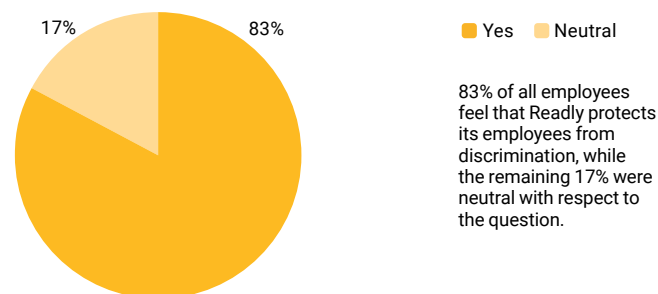


Respectful workplace

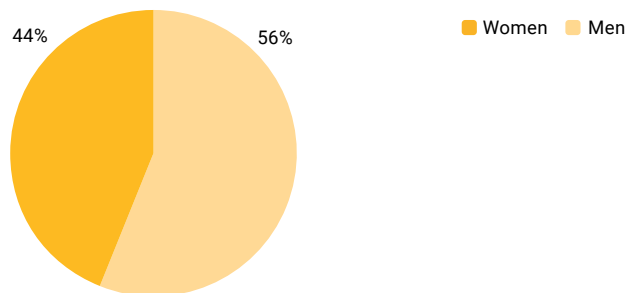


READLY'S PRIORITISED SUSTAINABILITY ASPECTS

Protection against discrimination



Gender balance



Toward this end, during the year we conducted an overhaul of how we write recruitment advertisements, ensured our policies are inclusive of non-binary individuals and instructed our recruitment firms to recruit on more equal bases and with a focus on diversity.

Attract talent

To successfully attract talent, regardless of gender, Readly emphasises in its recruitment advertisements as well as in own and social channels that employees grow in pace with the company and that what we do together plays a positive role in society. In addition, we refer frequently to the importance of diversity and equality, such as through the blog on our careers site, on our LinkedIn page, at external events and in media interviews. We also have employees who are engaged in the Women in Tech organisation in Växjö. In 2020, 58 per cent of new hires were men and 42 per cent were women.

Be a responsible employer that promotes personal development

Employee health and safety has high priority at Readly. The company has a Work Environment Policy, Work Environment Officer and even a Work Environment Committee. In 2021 all managers will participate in a fundamental training course on Readly's systematic work environment initiatives, where for example risk assessments will be a natural part of the company's continued work environment activities.

For a company undergoing rapid growth like Readly, the opportunities for personal and professional development are great, and by encouraging own initiatives, delegating responsibility and inviting our employees to participate strongly in how we shape our business and execute our goals, our belief and ambition is that our employees will thrive at their work and with their work. Support from the organisation and managers should be felt, but not take the upper hand. In the final analysis we believe in self-leadership and values-based management combined with clear goals and coaching support from managers. This is something that should come naturally, but which is also described in Readly's Employee Handbook.

To be sure, the pandemic has also directed our focus on protecting our employees from exposure to the coronavirus and potential negative impacts on mental health caused by a prolonged period of social distancing. We chose at an early stage to require employees to work from home. Readly continuously measures and follows up the employees' well-being through surveys and engagement measurements, and has also established more frequent information meetings for all employees on current events in the business in general and within various teams, including Q&A sessions, group discussions and more festive events – all via video meetings – in an effort to compensate, as far as can be done, for the fact that we have not been able to meet in person as previously.

Our Wellness Team, comprising a group of health-interested colleagues, encourages the entire organisation to participate in large as well as small health activities, including step competitions, photo challenges and mindfulness exercises. We have had the benefit through one employee's initiative to arrange virtual yoga classes, and during the autumn we invited our employees to an introduction course in meditation. In October, in connection with World Mental Health Day, we arranged a week of activities and inspiring reading to highlight the importance of mental health. We are happy to say that in 2020 no one at Readly had to go on a long-term sick leave due to work-related mental ill-health or stress.

In addition to offering an equal opportunity workplace where well-being is prioritised, we strive to always offer working terms that are in line with market practice. This means that we continuously make sure that we offer benefits such as pensions and insurance that are popular in the job market as well as flexible work hours.

We safeguard good and ethical relations

We take measures to maintain good relationships with all of our stakeholder groups, since they are a key part of our success. We collaborate with hundreds of publishers and have hundreds and thousands of subscribers around the world, which means that contracts and data processing must be done in a responsible way.

Upholding high business ethics and countering corruption

At Readly we always conduct business in the utmost professional manner that fosters long-term relationships. The way we do business is stipulated in our Code of Conduct (CoC). To make sure that our suppliers and business partners uphold the same standards that we do, the Supplier Code of Conduct (SCoC) stipulates ethical conduct for suppliers as well. The SCoC was drafted in 2020, and implementation within the supplier base will be carried out during 2021.

Guarantee data security

Readly has a responsibility to every user to protect sensitive data such as log-in information, payment information and personal information both from intrusions and incidents. An incident involving loss of data would bear negative impacts both for our readers and for Readly and is therefore an area that always has high priority at Readly. In addition to responsible handling of sensitive information, our readers also expect access to the service on all types of units we support, 24 hours a day. To ensure this we have established routines for minimising any operational outages, and we are well prepared for unforeseen events. The routines and measures we take are based on selected parts of the ISO 27001 information security standard and other relevant industry practice.

Secure handling of personal data

With respect to customer integrity and collection of personal data and user habits, our position is that our readers should be able to trust that their integrity is always respected and that their personal information is handled with care. Our Privacy Policy, which all users receive when they register an account for the service, describes which information is stored and for what purposes.

The latest version of the Privacy Policy is always available on the website. For example, we collect and store information in order to be able to provide the service, including to offer the best possible experience, since understanding our readers and their habits can enable us to personalise tips and lists. At the request of users, or when information no longer serves the purpose it was collected for, information is erased or anonymised. We never sell collected information, but we do share information with a limited number of recipients in accordance with the terms of our Privacy Policy. We have internal routines in place to respect users' rights, e.g., to respond to requests for access for personal data. To protect

personal data and prevent unauthorised use, agreements (personal data assistant agreements) are entered into with all types of subcontractors that need customer data. Our technical solutions and internal routines are updated continuously to ensure that handling of information is done in accordance with the EU's General Data Protection Regulation (GDPR) and complementary data protection rules. Our Privacy Policy is updated yearly. In 2020 fundamental training was conducted on the GDPR for all Readly managers.

Ensure a sustainable supply chain

Our supply chain is made up of physical suppliers (mainly of office equipment and IT equipment), cloud services, digital marketing platforms, and publishers that provide us with content.

During 2020 we implemented our new Supplier Code of Conduct (SCoC). Starting in 2021 the SCoC will be included in all contracts and contract renewals with our publishers. As for other suppliers and partners, our ambition is to – by the end of 2021 – either have incorporated the SCoC in all new agreements or to have ensured that the suppliers have own codes of conduct that set the corresponding standards.

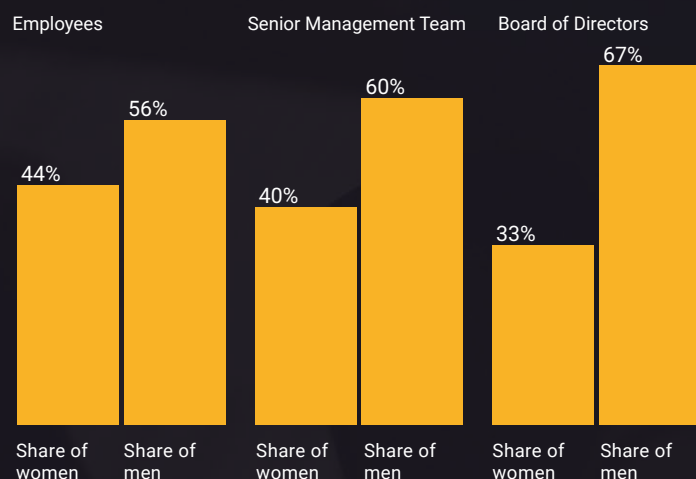
Our team at Ready

Our people define us – we are high-performing team players, passionate about our product and proud of the large portfolio we have. Ready is in a rapid growth phase, and maintaining and developing our culture is essential for the company's continued success.

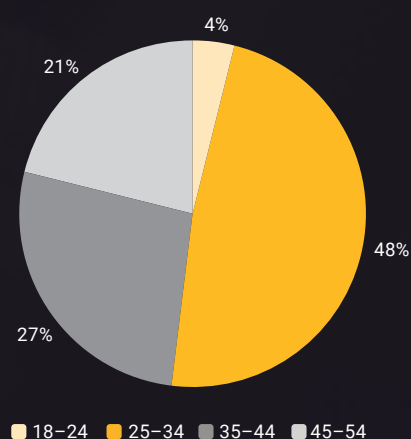
Number of employees:	121*
Average number of FTEs	71
Sales per employee (SEK m):	5.0
Operating result per employee (SEK m):	-2.7
Nationalities:	10 +

* Of whom, 42 consultants

Gender breakdown



Age distribution





Being part of Readly means sitting in the driver's seat in digitalising the magazine industry for our customers and for the industry. At Readly you will be involved and have a chance to influence the development of the future magazine experience. Today we are a passionate team of approximately 70 employees. We are continuously recruiting new talent, welcoming new subscribers, entering into partnerships with fantastic publishers and commercial partners and forming teams of dedicated consultants from different parts of the world. We work towards these goals through behaviours that we have developed together and which we believe will take us towards our vision and mission. Our Readly Mindset defines how we differ from others and what expectations we put on each other internally and include our efforts to Be Brave, Say It as It is and Win as a Team.

Developing at Readly – together

Our team is a key factor when we take our place as the European category leader in "all-you-can-read" subscriptions. We always strive to strengthen our brand as an employer, both internally and externally, and offering a workplace that stands for diversity and works actively to make everyone feel included is important for us. Over the years, we have actively worked in our recruitment to achieve an equal gender balance and have been highly successful on the Senior Management 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 more technical roles, where men still are over-represented.

At Readly we believe that employees' opportunities to grow play a very important role in their commitment and performance at work. Through active leadership we create an environment for personal development, and based on the Readly Mindset our employees are expected to take initiative, dare to try something new and create opportunities for themselves and for Readly by being challengers. We believe that it is important that all employees know how their individual roles contributes to the whole, and through continuous feedback and result follow-up we develop together.

The year 2020

2020 brought unimagined challenges and extenuating circumstances that required us to change our ways of working and be even more digital. We are proud that not only did we manage to transform and work from home during the year, but that we have had the financial strength and organisational fortitude to take on new employees at all four of our offices. During the year we restructured our onboarding and interview process, making it fully digital. We also increased our communication through new meeting forms, we launched an intranet, and we actively worked to find new ways to uphold and develop the team spirit that is distinctive at Readly.

Meet three "Readlers"



NAME: Nicoleta Åhlander
OFFICE: Stockholm
ROLE: CRM Customer Onboarding Specialist

What do you work with at Ready?

I work with customer communication through various channels, such as email, mobile push notices and our website.

What motivates you in your work?

It's Ready's product that motivates me the most. I truly believe in being able to read magazines in this "magical" way and see potential in sharing the magic with more people. My colleagues are also strong motivators. I am happy to come to work at the office and work with such enthusiastic and competent people. They inspire me daily.

What was your high point at Ready in 2020?

The high point during the year was seeing how we held together as a strong team despite the strong impact the coronavirus pandemic had on our work situation. We created strong CRM campaigns both for subscribers who chose to leave us and for existing subscribers in an effort to increase their readership engagement.

You lead a yoga class at the office (now digital via zoom) every Friday morning – why?

I practice yoga – both as a student and instructor. It would be unfortunate to not share my yoga with my colleagues, because I believe in the potential of yoga to contribute to well-being and help us create better contact, both with ourselves and with others.



NAME: Ragnar Garberg
OFFICE: Stockholm
ROLE: Business controller

What do you appreciate most about Ready as a workplace?

At Ready I work closely with my colleagues on my team as well as other teams. It is an open-minded environment where everyone is encouraged to participate. This contributes to commitment throughout the organisation. With high ambitions and strong growth there are always things to do, and I rarely get bored.

Ready was listed in September – what are your strongest memories from that process?

An intensive process where I learnt lots and that really proves the importance of a well-functioning cooperation between the various departments in the organisation. The strongest memories I have from the process must be the evenings close to the listing where we handled potential obstacles. Watching Maria ring the bell was a perfect ending.

The pandemic has resulted in a lot work from home. How has it worked?

With offices spread both in Sweden and in other European countries we already had an ability to manage the work digitally before the pandemic outbreak. It therefore did not impact the operational part of the work to the same extent as the social parts. It has worked well but I miss the daily contact with colleagues.

What do you look forward to in 2021?

I'm looking forward to a more normal everyday working routine, to hopefully be able to meet colleagues regularly and to continue to be able to focus fully on growing and improve our service.



NAME: Farina Frost
OFFICE: Växjö
ROLE: Quality Assurance

Tell us about what you do at Ready.

As a QA, I am responsible for ensuring that Ready delivers a high-quality product and service and to ensure that we keep our customer promise to the subscribers and to our internal and external partners. Our job is very detail oriented and we have varying responsibilities such as development and implementation of so-called inspection activities where we search for, and find, solutions to production problems so that we deliver on a high level.

What in your work makes you proud?

It is hard to point out just one thing that makes me proud. When I look back to when I joined Ready in 2017, we had no quality assurance process in place and we rarely took an interdisciplinary approach to the various tech stacks. If I compare that with what we are today, with everything we have learned and all that we have accomplished without losing what is the core of Ready, and that there still is so much potential to grow, then I am proud and curious about the future.

How do you want to summarise your three years at Ready so far?

In three words: fun, developing and friendly.

What is your main high point since 2017?

I recently found a version of our app from 2017, and when I look at how much it differs from today, how much we have accomplished and that I have been a part of and influenced all this, it is a real high point for me. And to further top this off, I am always very happy to see good reviews from our subscribers.

Sustainability governance

The aim of our sustainability governance model is to be able to conduct effective sustainability work and deliver long-term sustainable results to subscribers, employees, shareholders, business partners, suppliers and other pertinent parties.

Sustainability is naturally integrated in our business and our operations. The detailed sustainability strategy including measurable goals will be developed during 2021.

The materiality analysis that was conducted in 2020 has been approved by our Senior Management Team and describes the areas that will serve as the foundation for the continued development of our sustainability strategy. The Board of Directors has ultimate responsibility for governance and oversight of sustainability, and Senior Management is responsible for carrying out and implementing the sustainability strategy in the company. During the IPO process in 2020, Readly's governance models were reviewed by the company's auditors, who certified that Readly has a satisfactory system of governance and control.

Going forward, a well-working governance model will be important for continuing to be an attractive investment. As part of this, a thorough policy structure has been formulated, and several company policies have been further developed or updated. Most of these are obligatory for all employees and consultants to read and sign. In 2020 a Code of Conduct and a Supplier Code of Conduct were drawn up, both of which will serve as guiding principles for various aspects of Readly's sustainability work.

Ensure business resilience

2020 was a challenging year globally, but by being a company in the hub of digitalisation we managed to successfully continue our expansion. Since most of our work tasks can be handled remotely, apart from our normal office facilities, as long as there is an internet we can continue working without disruption. To clarify what is expected for work outside the offices, a Remote Work Policy was drafted during the year, which will be of great significance for being employed at Readly going forward.

Readly has a crisis management plan that ensures correct handling and delegation of responsibility in the event of a crisis, such as a pandemic, fire or threat. Readly also has a continuity plan with a crisis management framework to ensure continuity in the event of an operational disruption or similar challenge.

Policies & documentation

Readly's structure for policies and governance documents is highly developed and covers significant sustainability areas, with policies for IT, crisis management, codes of conduct, workplace routines and much more. The Code of Conduct addresses human rights, labour law, the environment and anti-corruption. During 2020 all employees were introduced to the Code of Conduct. Reading and understanding the Code is required of all employees and is part of our new employee orientation process.

Readly has implemented the COSO⁶ internal audit framework to ensure reliable reporting, compliance, risk minimisation and prevention of fraud.

6) www.coso.org

About his report and its content

This report has been prepared based on the materiality analysis that was conducted in 2020, which was based on a stakeholder dialogue conducted in accordance with the AA1000SES stakeholder engagement standard, which is the global benchmark for conducting stakeholder dialogues. Ready's Senior Management Team adopted the materiality analysis in December 2020. Sustainability data has been collected through internal systems and suppliers. Employee data is presented per employee. Environmental data has been calculated based on the GHG protocol⁷ and information from suppliers.

7) <https://ghgprotocol.org>

Auditor's report on the statutory sustainability report

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

Engagement and responsibility

It is the Board of Directors who is responsible for the statutory sustainability report for the year 2020 and that it has been prepared 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 sustainability report has been prepared.

Stockholm 25 March 2021
Öhrlings PricewaterhouseCoopers AB

Aleksander Lyckow
Authorised Public Accountant



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