

JANUARY - JUNE 2021

Increased growth rate and improved results



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CEO



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Readly has pioneered the digital magazine industry and is the European category leader

900~

Publishers

5k+

Titles

140k+

Issues

11

Markets

50

Countries

17

Languages

4.7

App Store
Rating

4

Offices

PURPOSE

Bringing the magic of magazines into the future

- enabling the discovery and survival of quality content -



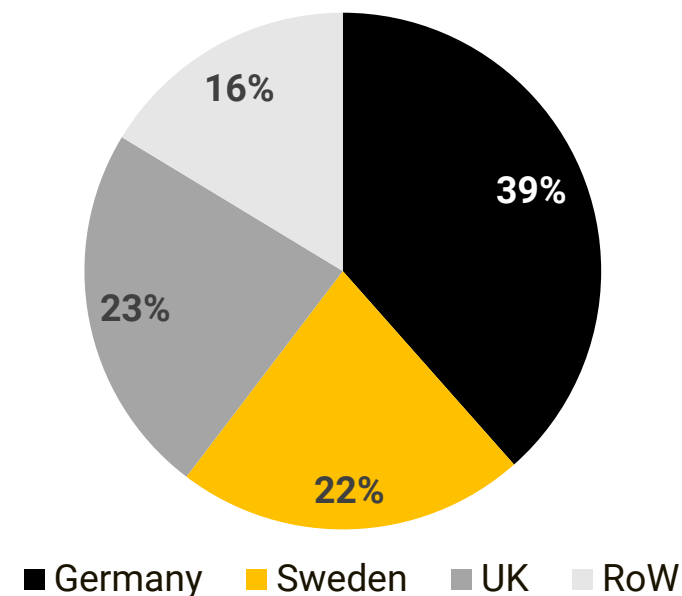
 Browse +5,000 titles

- ✓ Family sharing | Up to 5 profiles
- ✓ New and back issues available
- ✓ EUR 9.99 / month | Unlimited reading
- ✓ Offline reading | Downloadable content

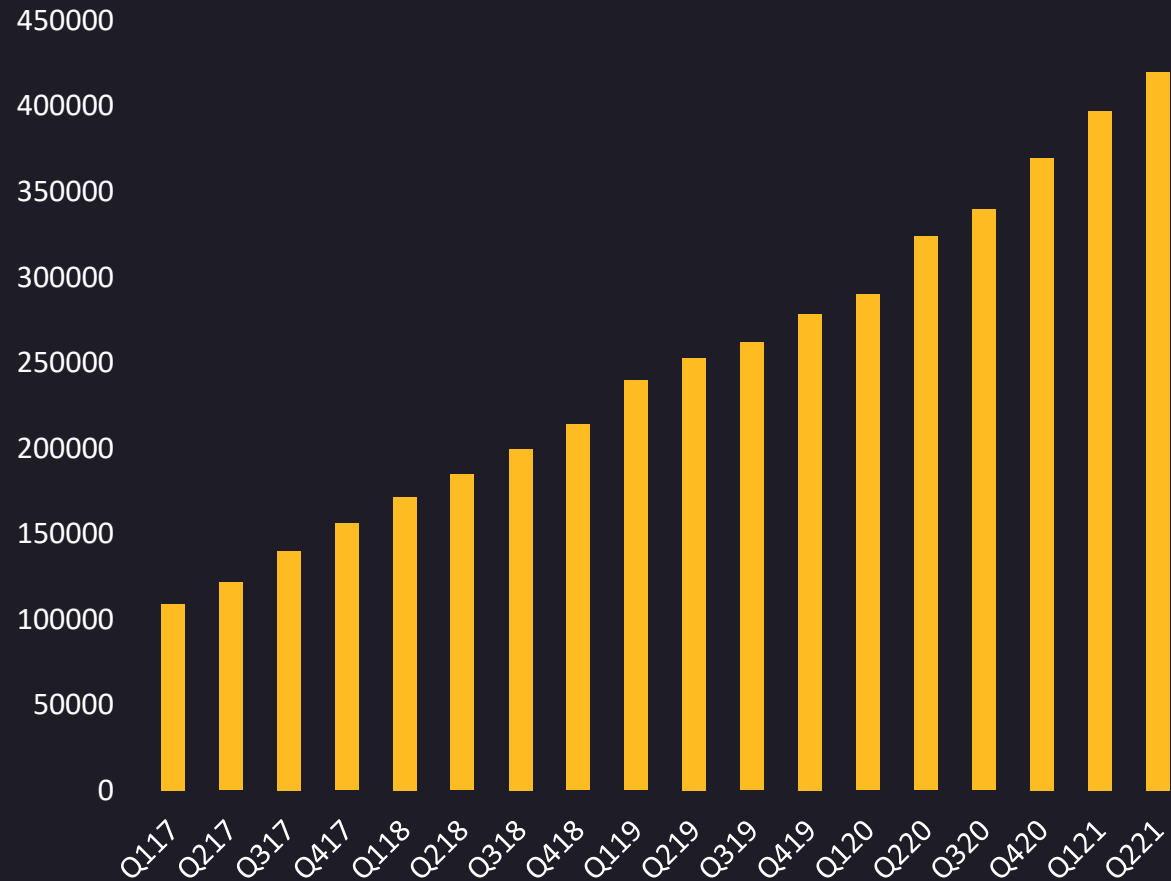
Q2 highlights

- Solid subscriber (FPS) growth of 30% YoY
- Good revenue growth of 33% YoY, 35% adj. for VAT & FX
- UK continues to perform with 60% revenue growth YoY and is now our second largest market
- Increased growth rate of 26% YoY in Germany, 32% adj. for FX
- Continued strong growth - yet improved results:
 - Gross profit increased 38% YoY to SEK 37 million
 - Gross margin of 34% (32)
 - Gross contribution margin of -10% (-28)
- We continue to execute on strategy

33% revenue growth to SEK 111 million



Development of subscriber base



420,135

FPS

+30%

YoY Growth

- Good development in core markets with increased growth rate in Germany
- Strong growth in our other markets
- Driven by, among other things, continued execution on partnership strategy and improved conversion

Financial targets

30-35%

Mid-term:
Uphold an annual organic
revenue growth

35%

Long-term:
Reach a gross margin of

4-5 years

Reach a positive EBITDA

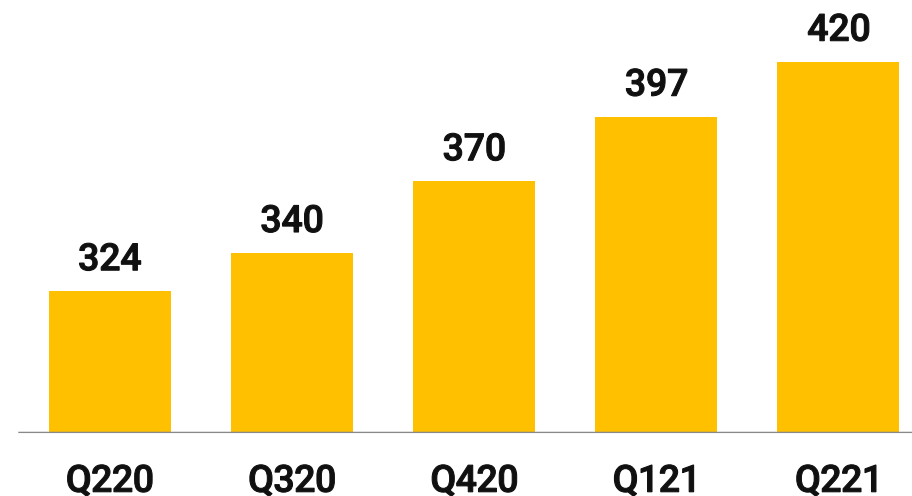
+30%

Q2 FPS growth YoY

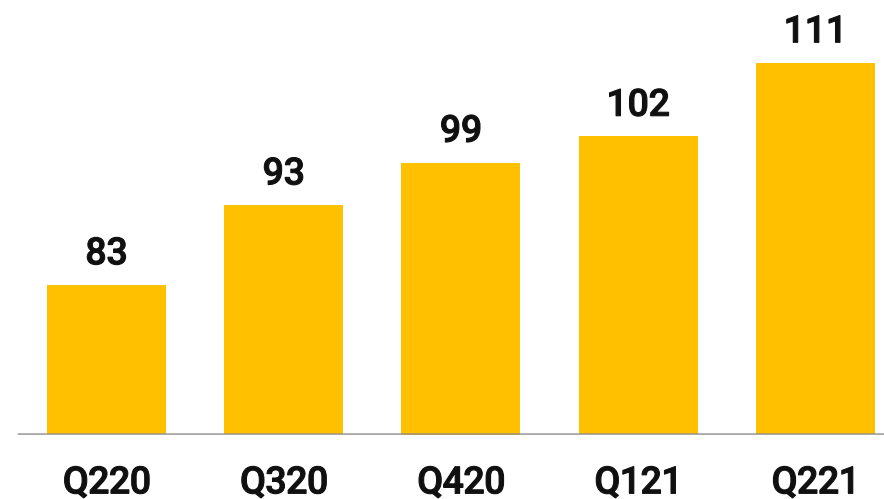
+33%

Q2 revenue growth YoY

Number of FPS, thousand

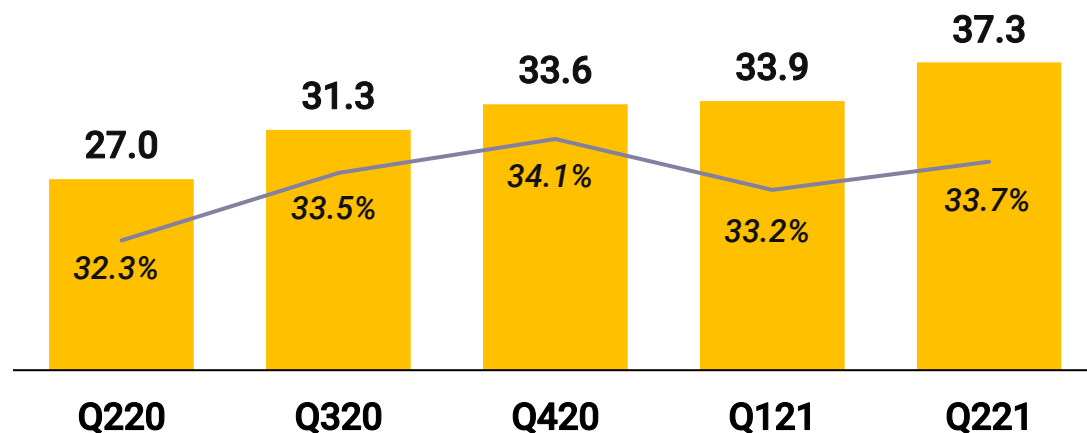


Total revenue, SEKm

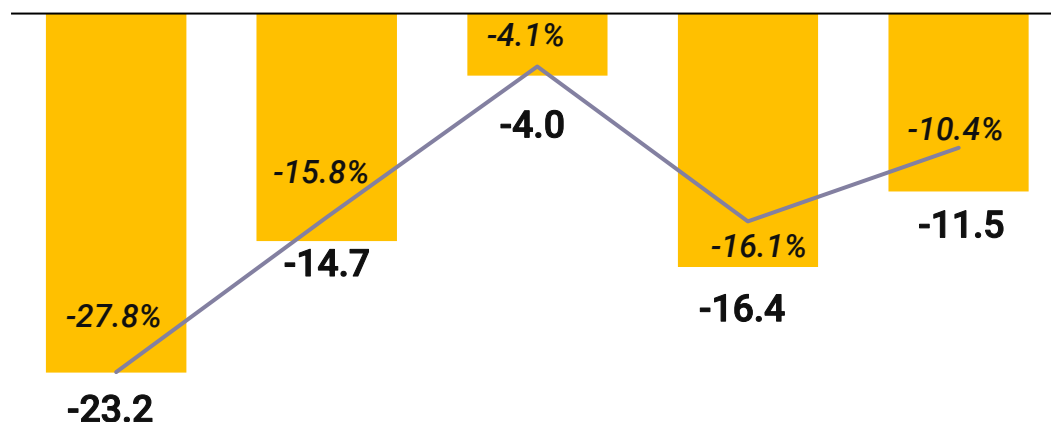


Gross profit & gross contribution

Gross profit (SEKm) & margin



Gross contribution (SEKm) & margin



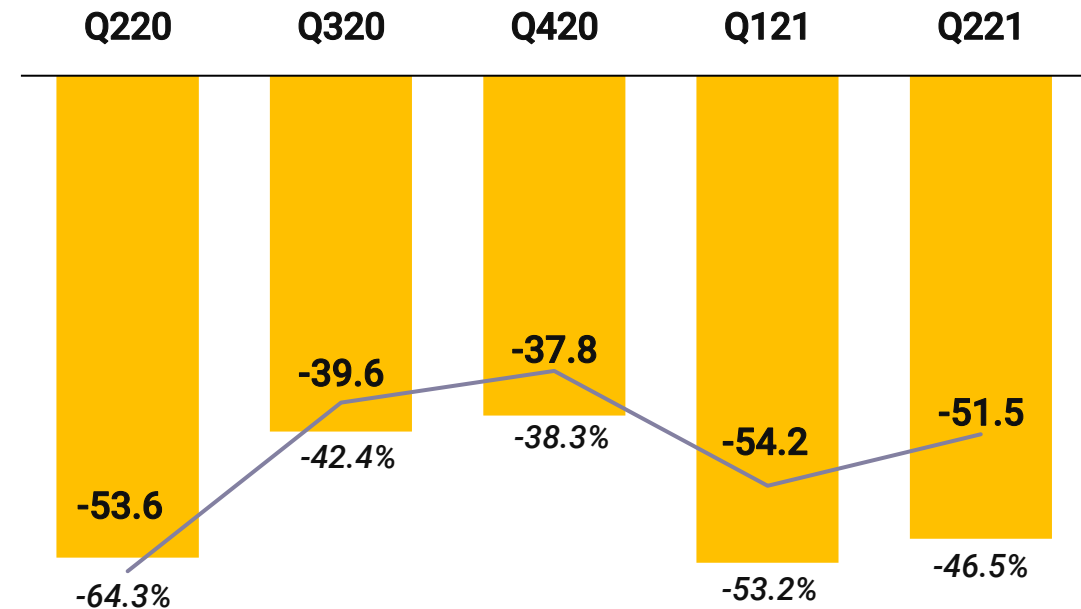
Improved margins

- Gross margin of 33.7% (32.3)
- Improved contribution margin of -10.4% (-27.8) despite marketing investments in line with last year
- Demonstrates the scalability of our business model long-term capacity to generate profitability

Improved EBITDA

- Personnel costs of SEK -23.3 (-19.7) million, expected to increase during the year following investments in capacity in primarily product development but also other areas like data analytics
- EBITDA expected to positive in 4-5 years in line with our financial targets

Adjusted EBITDA (SEKm) & margin



Clear strategy to capture growth opportunities

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

**Category
excellence**

**Product
innovation**

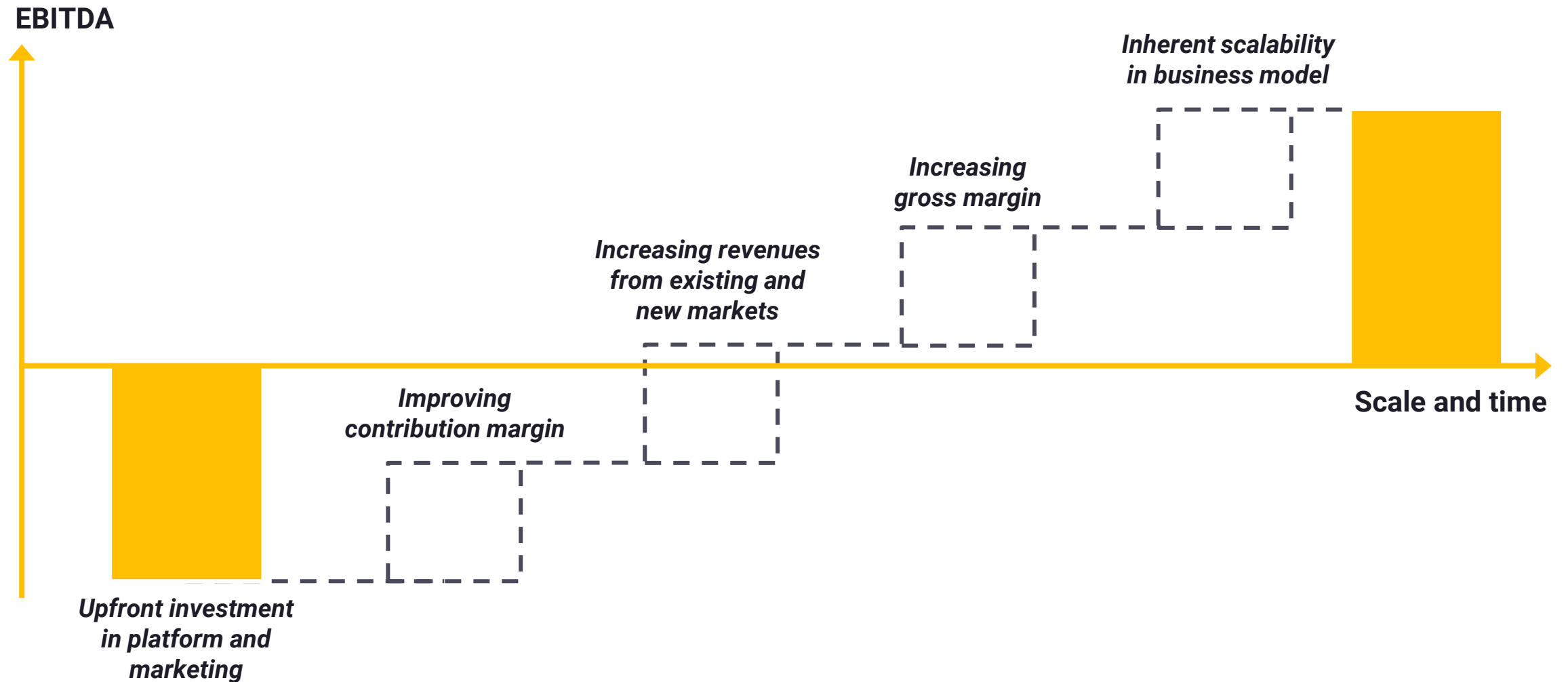
**Geographic
footprint**

Partnerships

**Brand and
marketing**

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

The path to profitability



Growing base of top tier publishers and content category excellence in focus

- 23 new publishers and 85 new titles including 4 newspapers added in Q2
 - Radio times - UK's largest TV/streaming guide
 - Voetbal International - Netherlands' largest football magazine
- Continued high reader engagement
 - Avg. user reads 8 hrs/month
 - DAU/MAU of 41%



Growing portfolio of exclusive content

- 270 issues and 60 magazine titles since 2018



Continued execution on partnership strategy

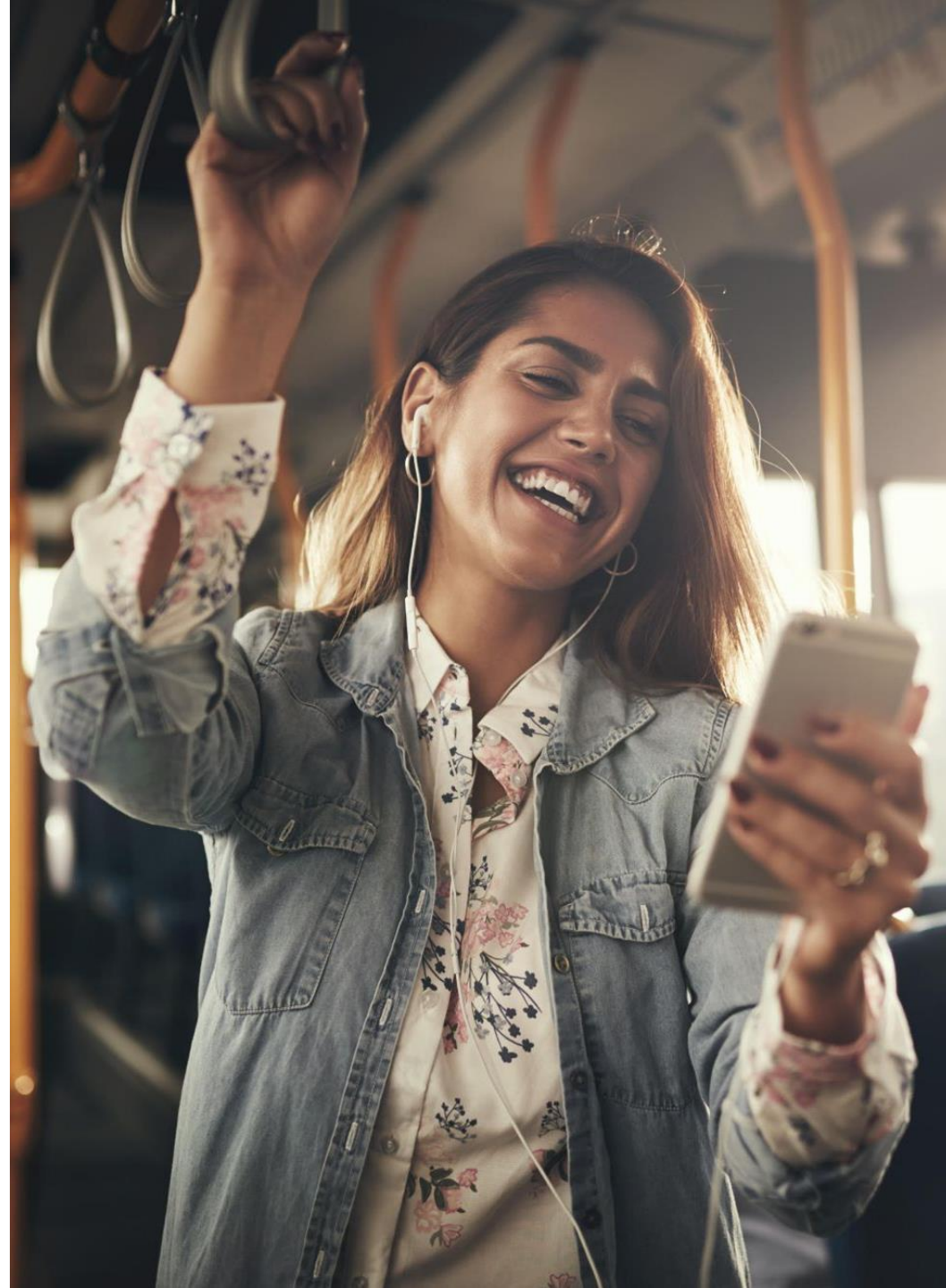
- 30 new partnerships launched in Q2 including:
 - Samsung in Germany and the UK
 - N26 Bank in Germany
 - Extended global partnership with H&M
- Increased focus on further-reaching partnerships
 - Leverage our strong and broad geographic position in Europe
 - Enables more cost-efficient growth

Readly included in the Samsung Boost campaign



Summary

- Strong second quarter with good performance across our markets
- Solid FPS growth of 30% and increased growth rate in Germany
- Good revenue growth of 33% YoY, 35% adj. for VAT & FX
- While we continue to grow strongly – we improve results
- Clear growth strategy to capture market opportunities



Q&A