



Press release

2 October 2020

Stabilisation notice

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

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

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

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

ABG has, in its capacity as stabilisation manager, notified that stabilisation measures have been undertaken in accordance with article 5(4) of the Market Abuse Regulation (EU) 596/2014 and the Commission Delegated Regulation (EU) 2016/1052 on Nasdaq Stockholm, as specified below. The contact person at ABG is Erik Skog (+46 8 566 29 471, erik.skog@abgsc.se).

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

| Stabilisation transactions: | | | | | | |
|------------------------------------|-------------------------|------------------------|-----------------------|--|-----------------|----------------------|
| Date | Quantity, shares | Price (highest) | Price (lowest) | Price (volume weighted average) | Currency | Trading venue |
| 23 September 2020 | 605,508 | 59.00 | 58.00 | 58.83 | SEK | Nasdaq Stockholm |
| 24 September 2020 | 200,000 | 57.70 | 54.60 | 56.22 | SEK | Nasdaq Stockholm |
| 25 September 2020 | 40,132 | 55.50 | 53.50 | 54.24 | SEK | Nasdaq Stockholm |
| 28 September 2020 | 54,868 | 53.50 | 51.50 | 52.42 | SEK | Nasdaq Stockholm |

For more information, please contact:

Contact for investors and analysts:

Annika Billberg, Head of Investor Relations Readly
+46 70 267 97 91, annika.billberg@readly.com

Contact for media:

Linnéa Aguero, Head of PR & Communications Readly
+46 72 503 32 31, linnea.aguero@readly.com

This information is information that Readly is obliged to make public pursuant to the EU Market Abuse Regulation 596/2014. The information was submitted for publication, through the agency of the contact persons set out above, at 07.30 CEST on 2 October 2020.

About Readly

Founded in 2012, Readly is the European category leader for digital magazines¹. Readly offers a digital subscription service for magazines with content from third party publishers. The product can be accessed online or via apps available on all main operating systems. Readly's subscribers have unlimited access to quality content from approximately 800 publishers and editors for a fixed monthly fee. Since the service was launched, Readly has seen a large increase in the number of fully paying subscribers. Readly's core markets Germany, the United Kingdom and Sweden together represented approximately 85 percent of the Company's net sales in the first half of 2020. Readly has subscribers in more than 50 countries and has agreements with publishers to offer local content in 11 countries. Moreover, Readly offers magazines in 17 languages.

The Company has shown significant growth in total revenue over the past years, reaching SEK 265 million in 2019. Total revenue has grown by a CAGR of 44 percent between 2017 and 2019 and all of Readly's core markets had positive organic growth during these years.

¹ Among identified "all-you-can-read" competitors in Europe, Readly is defined as the European category leader on the basis of: highest number of magazine titles, relationships with most major publishers in core markets, highest average monthly website visits between October and December 2019 (worldwide) and highest iOS-store rating, PwC Strategy& market study.