



Swedish media company Aller media renews the agreement with Readly

Aller media, the market leader in consumer magazines in Sweden, have renewed their agreement with Readly, the European market leader in digital magazines. The media company has collaborated with Readly since 2013 and today distributes more than 70 titles via the digital subscription service.

On 15 September earlier this year, Readly announced that Aller media had terminated the previous publishing agreement with Readly. Readly can today announce that Aller media and Readly have renewed their cooperation agreement and that Readly's subscribers can continue to read Aller media's titles without interruption. Several of Aller media's brands are among the top read magazines on Readly in Sweden.

*- The popular content from Aller media is appreciated by Readly's subscribers and we see several exciting opportunities to take the collaboration to new levels and increase their reach. Aller is a modern, forward thinking media company, and in that way a perfect match for Readly as we continue to use innovative and digital approaches to bring the magic of magazines into the future. We are happy to be able to fortify our relationship and create even greater value that is mutually beneficial for both Aller media and our subscribers, says **Ranj Begley, Chief Content Officer at Readly.***

- We look forward to continuing the partnership. We want as many people as possible to consume our content in a format and on a platform that suits them. Readly is an excellent platform for distributing magazines and has a large base of customers that we want to reach out to. The platform gives us access to data that helps us develop our content and our brands,

*which is a good complement to our own data and analysis tools, says **Lotta Cederbom, commercial director and vice president at Aller media.***

Throughout the year, Readly has made a number of announcements regarding their portfolio growth. British publishers ESI Media, with the newspapers The Evening Standard and The Independent, and Reach plc, with the newspapers The Daily Express, Daily Mirror, Sunday Express and Sunday Mirror, have started distributing their titles on Readly. In the Swedish market, publisher Aftonbladet has added its evening newspaper and Sportbladet onto the platform. So far during 2020, Readly has grown with more than 70 new publisher partnerships and 650 new titles.

For more information, please contact

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About Readly

Readly is the European category leader for digital magazines. The company offers a digital subscription service, that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app and at a fixed monthly fee. Readly has subscribers in more than 50 countries and content available in 17 different languages. In collaboration with around 800 publishers worldwide, Readly is digitizing the magazine industry. In 2019, revenues amounted to SEK 265 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Midcap.
<https://corporate.readly.com>

About Aller media

Aller media is the market leader in consumer magazines in Sweden, with a market share of 55.2% based on sales volume of single issues according to Nielsen v 39, 2020. They have some of Sweden's most well-known brands, such as ELLE, MåBra, Svensk Damtidning, ELLE Decoration, Allers, Hemmets Veckotidning, Hänt i Veckan, Femina and Residence.
www.aller.se