



Readly launches Irish national newspapers with Reach plc adding five titles

Readly has expanded its portfolio of national newspapers by adding five Irish titles from Reach plc to its platform. The Irish Daily Mirror, Irish Sunday People, Irish Sunday Mirror plus the Irish editions of The Daily Express and The Sunday Express are available for Readly subscribers. Reach plc added four national newspapers to the Readly platform in 2020 to broaden its digital distribution.

Readly, the European market leader in digital magazines, now offers several leading daily newspapers on its “all-you-can-read”-app. The addition of these titles from Reach plc marks the launch of Irish newspapers on the platform.

The Irish Daily Star has recently been added to the Reach portfolio and will also be available on Readly over the coming months.

*– Adding our Irish editions is a natural next step for us after recognising that our existing distribution through Readly is adding readership to our newspaper titles in the UK. This launch is also in line with one of our strategic focus areas - to grow our digital reach by using technology and data, which is what the existing partnership with Readly has proven to fulfill, says **Fergus McKenna, Content Director at Reach plc.***

In January, Readly welcomed the monthly magazine RSVP from Reach plc - the largest celebrity magazine in Ireland. Readly looks to further strengthen its presence in Ireland by increasing the breadth of titles and subscriber base, which in return will attract other publishers and partners.

– We are thrilled to broaden our offering in Ireland to include newspapers for the very first time. These are well-known and popular brands with a long heritage of being trusted sources of news and information. We are proud to see Readly’s consumer offer constantly improve, attracting new subscribers and increasing our user

*engagement, says **Chris Couchman, Content Lead for English speaking markets at Readly.***

The Irish newspapers will be available to Readly's global audience alongside more than 5,000 magazines and newspapers as part of the Readly subscription.

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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 over 5,000 national and international magazines and newspapers - 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 Reach plc

Reach plc is the largest commercial national and regional news publisher in the UK, with over 150 national and regional multichannel brands including the Mirror, Express, Star, OK!, New!, Daily Record, Manchester Evening News, Liverpool Echo, WalesOnline, MyLondon and BelfastLive. In December 2019, Reach sold 40m newspapers and reached a digital audience of over 40M people in the UK. www.reachplc.com