



Readly announces Stefan Betzold as new board member

Readly has announced the election of Stefan Betzold to Readly's board of directors following its Annual General Meeting. Stefan has over 20 years of experience from leading positions within the digital media industry and will bring insights and expertise to support Readly's growth journey.

Stefan Betzold is currently Managing Director at Everest, a property technology startup in Germany. Before joining Everest, Stefan was Managing Director at Axel Springer Digital News Media GmbH and BILD GmbH, overseeing the digital activities of Axel Springer's media brands in Germany with market-leading publications like BILD and WELT. In that role, Stefan was responsible for the product and monetization strategy of the media brands and managed to grow the digital subscription business from launch in 2013 to more than 600,000 digital subscribers in 2020, positioning BILDplus and WELTplus as leading B2C news subscription businesses in Europe.

– We are excited to welcome Stefan Betzold to the Board of Directors. With a background in the publishing industry and a deep understanding of paid services, media subscriptions and audience growth, Stefan is a great complement to our Board, says **Patrick Svensk, Chairman of the Board at Readly**.

– I look forward to working closely with Stefan and to leverage his valuable insights and perspectives from working with leading news brands such as BILD and WELT, says **Maria**

Hedengren, CEO at Readly.

– Readly has done an incredible job becoming the European category leader within “all-you-can-read” digital magazine subscriptions. I am a heavy Readly user myself, and therefore really excited to support the company and add value to the continued growth journey. The company is well positioned to lead the market with its cross-brand subscription service, says **Stefan Betzold**.

For more information

Linnéa Aguero, Head of PR & Communications

+ 46 725 03 32 31, linnea.aguero@readly.com

About Readly

Readly is a digital subscription service that lets customers have unlimited access to nearly 5,000 national and international magazines - all in one app. Founded by Joel Wikell in Sweden in 2012, Readly is today one of the leading companies in digital magazine subscriptions in Europe with users in 50 markets. In collaboration with around 900 publishers worldwide, Readly is digitizing the magazine industry. Our purpose is to bring the magic of magazines into the future, enabling the discovery and survival of quality content. During 2020 Readly distributed more than 140,000 issues of magazines that have been read 99 million times. www.readly.com