



Readly global update: addition of newspapers in Austria and Readly Exclusives premiere in Italy



Digital magazine and newspaper subscription app Readly continues to boost its content portfolio with the addition of a number of popular titles across its markets over the last month. Additional titles such as Austrian daily newspaper, Die Presse, 16 new Australian magazines, amongst which Women's Health and Men's Health, as well as 11 new Italian titles, including the markets first Readly Exclusives, bolster Readly's position as European category leader.

The Readly content portfolio continues to expand rapidly, currently offering 7500 international magazines and newspapers from 1200 publishers. Amongst the latest inclusions is one of Austria's biggest daily newspapers Die Presse, which demonstrates Readly's continued strategy and focus to bring newspapers to the platform.

*- We have a close relationship with publishers in our markets and continue to see strong interest from them to add content to the Readly platform. Our increasing newspaper portfolio is of great added value to our users. We see an increased appetite for digital reading and we are delighted to continue to offer subscribers what they want in new, relevant titles which continue to inform, inspire and entertain them, says **Ranj Begley, Chief Content Officer Readly.***

Several titles were also added to the growing Italian content portfolio, bringing the number of magazines available to over 270. Publisher Lunasia added five new titles and Media Maker joined with six, including three Readly Exclusives, the first of their kind on the Italian market.

Over the course of the last month, Readly has also announced 16 new titles on the Australian market, including Women's Health, Men's Health, Breathe Australia and MOTOR.

Readly continues to expand the content portfolio internationally to complete and bolster

categories of interest to the expanding global audience. In the last quarter alone over 32 new publishers and 225 new titles were added to meet the demand of subscribers, in addition to the strong content portfolio that came with the Toutabo acquisition in France.

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Readly is a digital subscription service that lets customers have unlimited access to over 5,000 national and international magazine titles - 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.