



Press release

26 April 2022

Mats Brandt appointed as permanent CEO of Readly

Readly International AB (publ), the European category leader within digital magazine and newspaper subscriptions, today announced that Mats Brandt has been appointed permanent President and Chief Executive Officer of Readly, effective from May 20th. Mats Brandt took over as interim CEO, 31 January 2022.

*– Mats has demonstrated a deep understanding of what Readly needs in terms of leadership and strategic direction. He has done an excellent job driving the business forward and will continue to provide the management and expertise required to guide Readly through its next phase toward accelerated innovation and profitability. I am thrilled to have him take this CEO role on a permanent basis, says **Patrick Svensk, Chairman of the Board.***

Mats Brandt has a broad experience from CEO positions at many successful companies in Sweden and internationally such as Hemnet and Euroflorist, and in executive roles for Live Nation Entertainment.

*– It's a privilege to be appointed as the permanent CEO of Readly and I truly look forward to the opportunity to keep leading the team as we enter an exciting new phase as a company. I will remain focused on being a catalyst and enabling this strong organisation to deliver great stakeholder value, says **Mats Brandt, interim CEO at Readly.***

For more information, please contact:

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This information is inside information that Readly International AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, on Tuesday, 26 April 2022 at 07.30 CET.

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 7,500 magazines and newspapers. Readly has subscribers in more than 50 countries and content available in 17 different languages. In collaboration with 1200 publishers worldwide, Readly is digitising the magazine industry. In 2021, revenues amounted to SEK 466 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Midcap. For more information, please visit <https://corporate.readly.com>.