



INTERIM REPORT
JAN-MAR 2022

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Solid growth, improved profitability and greater focus on product and core markets

- Revenue for the period totalled SEK 143.8 million (101.9), an increase of 41.2 per cent compared with the first quarter of 2021.
- The number of full-paying subscribers (FPS) increased by 17.2 per cent to 465,456 (397,071) at the end of the quarter.
- Gross profit increased 44.2 per cent to SEK 48.8 million (33.9), corresponding to a gross profit margin of 34.0 per cent (33.2).
- The gross contribution margin for the period was 13.3 per cent (-16.1).
- Operating result was SEK -44.4 million (-56.9), corresponding to an operating margin of -30.9 per cent (-55.9).
- Adjusted operating result (excl. IAC) was SEK -37.4 million (-56.9), corresponding to an operating margin of -26.0 per cent (-55.9).
- Earnings per share were SEK -1.2 (-1.6) before and after dilution.

KEY DATA

SEKt, unless stated otherwise	Jan-Mar 2022	Jan-Mar 2021	YoY change, %
FPS (Full-paying subscribers), number	465,456	397,071	17.2
Total revenue	143,816	101,883	41.2
ARPU (Average revenue per user), SEK	97	91	7.3
Gross profit	48,830	33,868	44.2
Gross profit margin, %	34.0	33.2	—
Gross contribution	19,174	-16,367	—
Gross contribution margin, %	13.3	-16.1	—
Operating result	-44,421	-56,908	21.9
Operating margin, %	-30.9	-55.9	—
Adjusted operating result	-37,375	-56,908	-34.3
Adjusted operating margin, %	-26.0	-55.9	—
Net result for the period	-45,193	-59,465	24.0
Basic and diluted earnings per share, SEK	-1.2	-1.6	25.4

European leader in digital subscriptions

Readly is a digital subscription service that offers users unlimited access to more than 7,500 national and international magazines and daily newspapers.

We are currently the European leader in "all-you-can-read" subscriptions for digital magazines and daily newspapers with subscribers in more than 50 countries. In collaboration with 1,200 publishers worldwide, Readly is digitalising the industry. In 2021, Readly distributed approximately 210,000 issues of magazines and daily newspapers that have been read a total of 120 million times. Since September 2020, Readly's shares are listed on Nasdaq Stockholm Mid Cap.

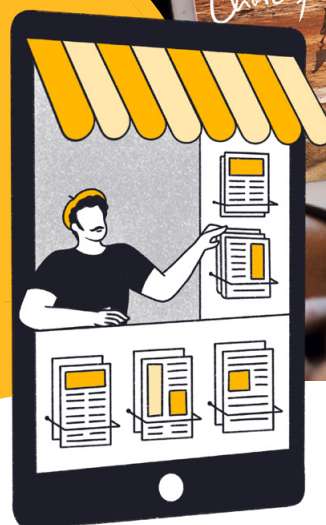


Our vision

"To inspire millions of people to discover and enjoy the power of great editorial content from across the globe."

Our purpose

"We bring inspiration and insight into people's daily lives and unlock meaningful moments of relaxation."



17

Number of languages

Readly is available in more than 50 countries.

465,456

Number of full-paying subscribers

During the quarter, the number of subscribers rose 17 per cent.

Number of titles

During the year, Readly added more than 2,500 new magazines and 300 daily newspapers.

7,500

1,200

Number of publishers

Readly signed 400 new publishers during 2021 and collaborates today with a total of 1,200 publishers.

4.7

App rating

High rating from users.

Solid growth, improved profitability and greater focus on product and core markets



Readly makes a good start to 2022 with growth in revenue of 41.2 per cent and significantly improved results. Organic growth was 25.7 per cent. At the end of the quarter, the number of full-paying subscribers (FPS) amounted to 465,456 (397,071), up 17.2 per cent on the year-earlier period. The change in strategic direction communicated during the quarter means Readly will continue to be a company with healthy growth through an improved product and more profitable user base.

Readly's mission is to provide inspiration and insight to people by offering high-quality content on our platform. In an increasingly digital world, we contribute meaningful relaxation. The new strategic direction communicated during the quarter means we are now increasing our focus on developing the product and driving innovation and thereby increase their engagement and the amount of time they spend on Readly.

Stronger focus on product and innovation

In 2022, we will develop and gradually launch audio-based content to increase engagement and customer loyalty, which is expected to increase mobile usage and to strengthening our offering to younger subscribers.

Another important area in driving innovation and development is that we also began work to create new architecture for how we save, change and share data between services and systems, which will open for new business opportunities. In efforts to accelerate our rate of innovation, we are making great strides towards automating testing in our applications and systems.

Our continued growth journey

In a short-term perspective, the measures taken to pave the way to profitability and greater shareholder value may mean we will grow slightly slower than previously. The reduction in the workforce currently taking place will lead to cost savings that are expected to yield effects in the second half of 2022.

As regards our continued investments in marketing and customer growth, we are now increasing focus on markets that offer the best returns. This entails a reduction in total marketing costs in 2022 compared with previous years, but also a shift towards more optimised processes in terms of investments relative to the anticipated lifetime value of each subscriber. The increased investments in product development offer us excellent opportunities to deliver results in line with the updated financial targets announced in connection with our year-end report for 2021.

Strong performance in Germany

The DACH region, led by Germany, remains a growth engine for Readly with a sustained strong performance. In Germany, revenue rose 28.7 per cent (19.0) and adjusted for VAT and currency effects growth was 24.2 per cent. We continue to see high returns from the investments we are making in marketing in Germany and will continue to allocate resources to promote growth.

Development remains positive in our other core markets: Sweden, the UK and France. Both Sweden and the UK have significant long-term potential for continued growth. Work to establish operations in France is progressing as planned and I look forward to the launch of Readly in this important market later this year.

New daily newspapers and partners

We are further developing our service to welcome daily newspapers in more countries. Daily newspapers now account for one in five issues opened worldwide and in markets such as the UK and Germany we can see that annual daily newspaper readership has doubled and

The increased investments in product development offer us excellent opportunities to deliver results in line with the updated financial targets announced in connection with our year-end report for 2021.”

tripled respectively compared with the year-earlier period. Broadening the range of daily newspapers in particular is a priority and at the end of March approximately 160 regional UK newspapers were added, including The Liverpool Echo, Manchester Evening News, Birmingham Mail, Newcastle Chronicle, Cambridge News, Western Morning News and The Bristol Post. Other new major brands on the platform include Vogue in the Netherlands and National Geographic History in Germany. Readly signed agreements with a total of 30 new publishers during the quarter and welcomed 353 new titles.

During the quarter, 20 new partnerships were launched, including Curry's (the UK's largest reseller in electronics), Wizz Air, Shell and SJ where Readly will be available free of charge on trains using our Readly Guest function. The Wall Street Journal's membership benefits program WSJPlus has also launched a

new, exclusive offer to its members providing access to Readly during 2022. Our partnership with Tchibo (one of Germany's largest retail chains) has been a success and is now expanding to Austria and Switzerland. United Airlines will launch Readly at all airports in the US where travellers can discover the benefits and pleasure of Readly ahead of their journey.

Stable start to a challenging year

For me personally, it is of course extremely gratifying to have been given the confidence to continue to lead a very competent team in the role as the permanent CEO. Together, we are now taking important steps in creating an offer that meets the expectations of our subscribers for varied and qualitative content that is presented in an easily available and attractive form on our platform, the needs of our partners for an attractive channel to new readers or customers and the expectations of our owners for strong and profitable growth.

Mats Brandt
CEO
Readly

Revenue and result

TOTAL REVENUE AMOUNTED to SEK 143.8 million (101.9), an increase of 41.2 per cent. This increase was attributable primarily to the growth in full-paying subscribers and revenue from Toutabo for the full quarter, which was not the case in the fourth quarter of 2021. The number of full-paying subscribers increased 17.2 per cent to 465,456 (397,071) mainly driven by the sustained favourable trend in Germany and new subscribers from Toutabo. Organic revenue growth in the first quarter (excluding Toutabo) was 25.7 per cent, adjusted for VAT and currency effects organic growth was 20.2 per cent. Organic growth for full-paying subscribers was 9.2 per cent. Total revenue growth adjusted for VAT and currency effects was 35.7 per cent.

The core markets of Germany, Sweden and the UK accounted for the majority of revenue growth. Revenue in Germany increased 28.7 per cent to SEK 49.4 million (38.4). Growth in Germany was attributable primarily to the development in full-paying subscribers, which rose 16.6 per cent. Adjusted for VAT and currency effects, growth in Germany was 24.2 per cent. In Sweden, revenue increased 8.9 per cent to SEK 25.6 million (23.5), and revenue in the UK increased 19.7 per cent to SEK 27.4 million (22.8). Adjusted for VAT and currency effects, growth in the UK was 10.7 per cent and in Sweden the equivalent figure was 8.9 per cent. Revenue from Toutabo amounted to SEK 15.7 million and represented 11.2 per cent of net sales. Revenue in other markets increased 42.6 per cent to SEK 22.7 million (15.9).

Gross profit increased by 44.2 per cent to SEK 48.8 million (33.9), corresponding to a gross profit margin of 34.0 per cent (33.2). The positive movement in the margin is partly attributable to higher revenue from core markets and higher revenue from currency effects. The gross contribution for the period was SEK 19.2 million (-16.4), corresponding to a gross contribution margin of 13.3 per cent (-16.1). The improved gross contribution margin in the period is due primarily to a decrease in marketing costs compared with the year-earlier period, when investments in marketing were relatively high.

Total operating expenses increased 18.5 per cent to SEK -188.2 million (-158.8). The increase mainly related to higher publisher costs associated with the growth in revenue and also higher personnel

costs, mainly driven by restructuring costs in the management group, and costs related to the integration of Toutabo. Total operating expenses excluding marketing costs increased 46.1 per cent to SEK -158.6 million (-108.6). Total operating expenses excluding publisher and marketing costs increased by 56.9 per cent to SEK -63.6 million (-40.5). The first quarter contained items affecting comparability for SEK -7.0 million, of which SEK 3.5 million related to severance pay associated with the CEO. Other costs relate to restructuring costs in the management group, and costs related to the integration of Toutabo.

The operating result was SEK -44.4 million (-56.9), corresponding to an operating margin of -30.9 per cent (-55.9).

Financial items

Net financial items for the quarter totalled SEK -1.3 million (-2.5), which comprised interest expenses attributable to the secured credit facility and the remeasurement of the earn-out consideration. In addition, net financial items included exchange rates, which had a positive effect on cash and cash equivalents as well as net financial items.

Tax

Tax revenue for the period amounted to SEKt 496.8 (-43.6) and comprised deferred tax relating to acquisitions. The Group has unutilised loss carryforwards of SEK 1,028 million (809.5) that are not carried in the balance sheet.

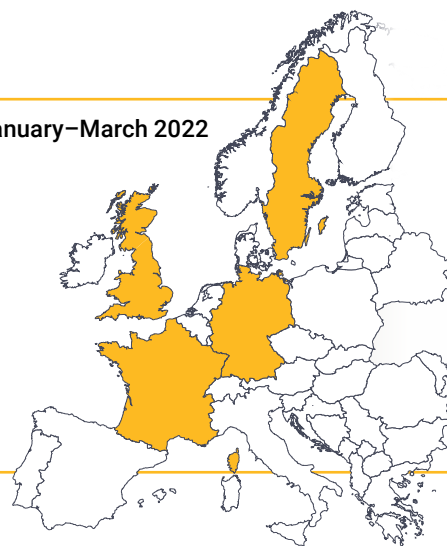
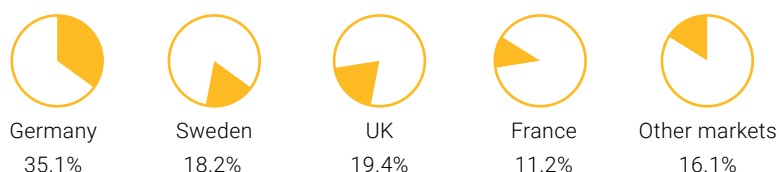
Net result for the period and earnings per share

The Group reported a net result for the period of SEK -45.2 million (-59.5), corresponding to earnings per share of SEK -1.2 (-1.6) before and after dilution.

Number of employees

The average number of staff including consultants was 160 (119) during the first quarter, of which the average number of employees was 114 (83).

Percentage share of net sales broken down by geographic market for the period January–March 2022



Cash flow

CASH FLOW FROM operating activities before changes in working capital was SEK -40.1 million (-55.7). Cash flow from operating activities was SEK -29.5 million (-48.9), primarily due to improved results. The change in working capital was mainly attributable to higher publisher payables and improved sales during the first quarter.

Cash flow from investing activities was SEK -6.9 million (-5.3), of which SEK -7.3 million (-4.2) pertained to capitalised product development costs.

Cash flow from financing activities was SEK -6.8 million (-3.7). During the first quarter, amortisation of loans totalled SEK -5.7 million (-4.7) and lease liabilities SEK -1.0 million (-1.3).

31 MARCH 2022 (31 DECEMBER 2021)

Financial position

CASH AND CASH EQUIVALENTS on 31 March 2022 amounted to SEK 264.9 million (306.2).

Capitalised development expenditure amounted to SEK 45.2 million (40.6), and other intangible assets, identified surplus value linked to acquisitions, totalled SEK 38.6 million (40.1). As of 31 March 2022, the Group recognised goodwill of SEK 71.5 million (70.7). Recognised goodwill relates to the acquisition of Toutabo in 2021.

The Group's shareholders' equity as per 31 March 2022 amounted to SEK 157.7 million (201.7), representing equity per share of SEK 4.2 (5.4). The change in equity was mainly due the net result for the period of SEK -45.2 million (-59.5) and exchange rate effects when translating foreign subsidiaries of SEK 1.2 million (0.5).

Total liabilities amounted to SEK 311.6 million (305.8) as per 31 March 2022. The Group recognised an earn-out consideration of SEK 42.9 million (41.2) and a deferred tax liability of SEK 10.2 million (10.6), which arose in connection with the acquisition. Other liabilities mainly comprised publisher payables and lease liabilities.

Total credit facilities amounted to SEK 36,0 million (41.2), of which the outstanding principal taken out with Kreos Capital during the second quarter of 2020 amounted to SEK 14.8 million as per 31 March 2022 after transaction costs of SEK 1.9 million.

Amortisation during the year totalled SEK 5.0 million and interest expenses SEK 0.9 million.

Ready's primary strategic priority has historically been revenue growth. As a result of this, Ready reports negative earnings and cash flows for earlier periods. The company's strategy is to achieve a long-term gross profit margin of at least 35 per cent and to be profitable at EBITDA level not later than 2025. For further information, see the section Risks and uncertainties on page 10.

Market comments

Future outlook

Reuters Institute has released its annual report “Journalism, Media, and Technology Trends and Predictions 2022”². The survey, where almost 250 representatives of the media industry from 52 countries give their views on the future, found that publishers are aiming to have an average of three or four revenue streams in 2022. 41 per cent believe government regulation will mean more publishers will obtain revenue from tech-platforms that use or link to their content. The Copyright Directive in Europe and News Bargaining Code in Australia have already generated income to news organisations in France and Australia that have signed licensing deals. This year, publishers in Italy and Spain are expected to witness a similar development when the EU directive’s national interpretations come into effect.

Readly generated more than SEK 300 million in revenue to publishers in 2021 – up 32 per cent on 2020.

When it comes to innovation, we can expect a back to basics strategy this year. Two-thirds of participants in the Reuters survey (67 per cent) say they will be spending more time on iterating and improving existing products to make them quicker and more effective. One third (32 per cent) state that they will be prioritising the launch of completely new products and brands. Specifically, publishers state that they will be investing more resources in podcasts and digital audio (80 per cent) and newsletters (70 per cent) since these channels have proved effective in increasing loyalty and attracting new subscribers. However, only 14 per cent say they will invest in voice and only 8 per cent in creating new applications, such as VR and AR. The main obstacles for this type of innovation is a lack of funding, due to greater economic challenges, and difficulties to attract and retain technical personnel.

Information war surrounding the invasion of Ukraine

The Russian parliament adopted a law on 4 March that allows for imprisonment of up to 15 years for discrediting and intentionally spreading “false” news about the military³. About the same time, Russia blocked access to a number of foreign websites, including the BBC and Deutsche Welle, for spreading what they claimed was false information about Russia’s war in Ukraine⁴. CNN, Bloomberg and other global news media have stopped reporting in Russia in order to protect their employees⁵. Readly has a relatively small user base in Ukraine and is not available in Russia.



2) <https://reutersinstitute.politics.ox.ac.uk/journalism-media-and-technology-trends-and-predictions-2022>

3) <https://www.reuters.com/world/europe/russia-introduce-jail-terms-spreading-fake-information-about-army-2022-03-04/>

4) <https://www.reuters.com/business/media-telecom/russia-restricts-access-bbc-russian-service-radio-liberty-ria-2022-03-04/>

5) <https://www.theguardian.com/media/2022/mar/04/bbc-temporarily-suspending-work-all-news-journalists-russia>

Other

Significant events during the period

The Board of Directors has adopted a new financial target. From annual organic growth of 30–35 per cent to average annual growth of not less than 25 per cent (CAGR) over the next three years (2022–2024), including acquired growth. The objectives to achieve a long-term gross profit margin of 35 per cent and to be profitable at EBITDA level by 2025 at the latest remains unchanged.

On January 21, it was announced changes in Group management, including Maria Hedengren, CEO, stepping down as CEO and handed responsibility to interim CEO Mats Brandt on 31 January. Maria will remain at the Board's disposal during her notice period of 12 months.

On March 31, it was announced measures to increase revenue and reduce costs. The restructuring includes a reduction of approximately 30 positions and investments in product development and innovation will increase.

Significant events after the end of the period

On April 26, Readly announced that Mats Brandt has been appointed permanent President and Chief Executive Officer, effective from May 20th. Mats Brandt took over as interim CEO, 31 January 2022.

Related-party transactions

Readly International AB (publ) conducts transactions with related parties (subsidiaries) on a continuous basis, consisting of internal group services. All transactions are conducted on market terms.

Readly has not had any material related-party transactions other than what is stated in Note 7 on pages 101–104, and Note 27 on page 115, of the 2021 Annual Report.

Forecast

Readly does not issue any forecasts regarding future performance.

The situation in Ukraine

The situation in Ukraine had no material financial impact on Readly during the quarter.

Risks and uncertainties

Readly has a global service offering and is exposed to a number of risks and uncertainties. Readly categorises its risks and uncertainties into the risks: Financial risks, business risks, legal and compliance risks, and strategic risks.

Financial risks are related to factors including internal and external reporting, access to capital, currencies, interest rates and liquidity. Business risks refer to risks associated with the effectiveness of Readly's activities, such as outcomes and profitability. Legal and compliance risks comprise risks related to compliance with laws and regulations. Strategic risks are associated with the overarching goals, which are coordinated with and provide support to Readly's mission and vision. The main risks and uncertainties are the business and financial risks, which are described in more detail below. A more detailed analysis of Readly's risks and uncertainties, and how Readly manages these, is provided in Readly's most recent annual report. See also the paragraph on continued operations under the section Significant estimations and assessments on page 20.

Business risks

Readly is dependent on and exposed to risks related to its ability to attract and retain subscribers to use and pay for the company's services, the ability to attract and retain publishers that publish their magazines on the company's service, the ability to continuously innovate and ensure that the service product is appealing to users, the ability to remain competitive with other companies that provide the market with similar services, and risks associated with expansion into new markets. Readly works continuously with development of the offering to subscribers and magazine publishers and with optimisation of marketing costs, among other things.

Financial risks

Readly reports sizeable losses and negative cash flows as a consequence of the company's continued substantial investments in marketing activities and other activities aimed at achieving growth.

Meticulous planning and control of Readly's capital requirement is required. Following the listing of shares of Readly on 17 September 2020, which raised issue proceeds of SEK 450 million before transaction costs, the company has sufficient financial resources to support its growth strategy in the coming years.

If the company does not succeed with its growth strategy or achieve its financial targets, a capital requirement may arise. If this were to occur, a shareholder base is required with available financial resources to be able to support further growth through additional capital contributions. Should new share capital or external borrowing not be available for Readly in connection with a possible future need, this could affect growth and the company's ability to meet its obligations. Cash flow forecasts are prepared by the company's finance function, which closely monitors rolling forecasts of Readly's cash position to ensure that the company has sufficient liquidity to meet its operational needs. Readly has large shareholders that are financially strong and which conduct long-term planning for their investments.

Legal risks

Entities in the Group may from time to time be involved in litigations that are not considered to have a material impact on the Group. Disclosure of disputes, tax audits and legal proceedings is subject to critical estimates and judgements.

Parent Company

Ready International AB (publ) is the Parent Company of the Group. The Parent Company's function is to provide services to other companies in the Group and manage shares in subsidiaries. The Parent Company's expenses pertain mainly to personnel costs for parts of the senior management team and costs for external consultants related to central Group functions.

Financial performance during the first quarter of 2022

Revenue for the year totalled SEK 10.1 million (8.6) and pertained entirely to services provided to subsidiaries as well as to brands. The Parent Company reported a loss for the period of SEK -0.8 million (-0.7), of which net financial items totalled SEK -1.9 million (-3.9). Net financial items for the period mainly comprised the remeasurement of the earn-out consideration.

The comparison period included a financial expense of SEK 4.0 million relating to the change in the fair value of the warrants allocated to the creditor upon signing a loan agreement with Kreos Capital.

Financial position as of 31 March 2022 (31 December 2021)

Cash and cash equivalents on 31 March 2022 amounted to SEK 12.2 million (63.0).

Shares in subsidiaries amounted to SEK 694.2 million (694.2) as per 31 March 2022.

Equity in the Parent Company amounted to SEK 566.5 million (567.3). The change is due to the net result for the period.

Ready International AB (publ) shares for the period Jan–Mar 2022 (31 December 2021)

As per 31 March 2022, the Parent Company's share capital amounted to SEK 1,137,142, apportioned among 37,327,803 shares.

Employee stock options outstanding as per 31 March 2022 totalled 251,208 (113,750) of which option subscribed before the share split with subscription rights to 1:5 shares. Warrants outstanding as per 31 March 2022 totalled 360,300 (627,434) of which option subscribed before the share split with subscription rights to 1:5 shares.

Related-party transactions

Ready International AB (publ) conducts transactions with related parties (subsidiaries) on a continuous basis, consisting of internal group services. All transactions are conducted on market terms. Ready has not had any material related-party transactions other than what is stated in Note 7 on pages 101–104, and Note 27 on page 115, of the 2021 Annual Report.

Consolidated Income Statement

SEKt	Note	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Net sales	2	140,698	100,601	460,727
Other revenue		3,119	1,282	5,581
Total revenue		143,816	101,883	466,308
OPERATING EXPENSES				
Publisher costs		-94,986	-68,015	-310,181
Other external costs		-52,232 ¹	-64,026	-252,769 ²
Personnel costs		-31,697 ¹	-21,879	-94,977
Depreciation and amortisation		-5,779	-2,751	-12,155
Other operating expenses		-3,544	-2,120	-5,754
Operating result		-44,421	-56,908	-209,528
Net financial items		-1,269	-2,513	-9,871
Result before tax		-45,690	-59,421	-219,399
Income tax		497	-44	-202
Net result for the period		-45,193	-59,465	-219,601
Net result for the period attributable to the Parent Company shareholders		-45,142	-59,465	-219,594
Attributable to non-controlling interests		-52	–	-7
Basic and diluted earnings per share		-1.2	-1.6	-5.9
Basic and diluted weighted average number of shares		37,904,738	37,184,903	37,327,803

1) Items affecting comparability associated with restructuring as well as integration of Toutabo SA amount to SEK 7.0 million.

2) Items affecting comparability associated with the acquisition and integration of Toutabo SA amount to SEK 4.6 million.

Consolidated Statement of Comprehensive Income

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Net result for the period	-45,193	-59,465	-219,601
Items that may be reclassified to profit or loss			
Exchange rate differences on translating foreign operations	1,218	502	2,983
Other comprehensive income for the period	1,218	502	2,983
Total comprehensive income for the period	-43,975	-58,963	-216,618
Total comprehensive income attributable to the Parent Company shareholders	-43,950	-58,963	-216,655
Total comprehensive income attributable to non-controlling interests	-25	–	37

Consolidated Statement of Changes in Financial Position

SEKt	Note	31 March 2022	31 March 2021	31 Dec 2021
ASSETS				
Non-current assets				
Goodwill		71,516	–	70,744
Other intangible assets		83,822	24,795	80,678
Property, plant and equipment		917	1,299	997
Right-of-use assets		10,332	3,277	11,244
Other non-current assets	3	8,963	8,813	9,297
Total non-current assets		175,550	38,184	172,961
Current assets				
Trade receivables		11,040	6,644	6,615
Other current assets		17,859	18,448	21,722
Cash and cash equivalents		264,863	467,522	306,209
Total current assets		293,762	492,614	335,546
TOTAL ASSETS		469,312	530,797	507,507
EQUITY AND LIABILITIES				
Equity				
	4			
Equity attributable to the Parent Company shareholders		156,059	334,771	200,010
Equity attributable to non-controlling interests		1,679	–	1,704
Total equity		157,738	334,771	201,714
Non-current liabilities				
Lease liabilities		6,551	285	7,107
Other financial liabilities	3	8,608	–	8,090
Deferred tax liabilities		10,230	–	10,632
Long-term borrowings	5	15,334	14,625	16,721
Provisions		3,526	–	3,488
Total non-current liabilities		44,248	14,910	46,038
Current liabilities				
Other financial liabilities	3	34,375	–	33,134
Trade payables		36,624	24,448	41,697
Lease liabilities		3,081	2,201	3,266
Short-term borrowings	5	20,705	17,553	24,476
Other current liabilities		172,540	136,914	157,181
Total current liabilities		267,326	181,116	259,754
TOTAL EQUITY AND LIABILITIES		469,312	530,797	507,507

Consolidated Statement of Changes in Equity

SEKt	Share capital	Other contributed capital	Translation difference	Retained earnings (including net result for the year)	Total	Non-controlling interests	Total equity
Opening balance 1 January 2022	1,137	1,182,091	3,080	-986,295	200,013	1,704	201,714
Net result for the period	—	—	—	-45,142	-45,142	-52	-45,193
Other comprehensive income	—	—	1,192	—	1,192	26	1,218
Total comprehensive income	—	—	1,192	-45,142	-43,950	-25	-43,975
Transactions with owners							
Transaction costs for issues	—	-14	—	—	-14	—	-14
Share-based remuneration	—	12	—	—	12	—	12
Total transactions with owners	—	-1	—	—	-1	—	-1
Closing balance 31 March 2022	1,137	1,182,090	4,269	-1,031,437	156,059	1,679	157,738

SEKt	Share capital	Other contributed capital	Translation difference	Retained earnings (including net result for the year)	Total	Non-controlling interests	Total equity
Opening balance 1 January 2021	1,111	1,147,373	141	-766,701	381,904	—	381,904
Net result for the period	—	—	—	-59,465	-59,645	—	-59,465
Other comprehensive income	—	-17	502	—	485	—	485
Total comprehensive income	—	-17	502	-59,465	-58,980	—	-58,980
Transactions with owners							
Exercised warrants	6	11,765	—	—	11,771	—	11,771
Share-based remuneration	—	75	—	—	75	—	75
Total transactions with owners	6	11,841	—	—	11,846	—	11,846
Closing balance 31 March 2021	1,117	1,159,197	643	-826,166	334,771	—	334,771

Consolidated Statement of Cash Flows

SEKt	Note	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Operating result (EBIT)		-44,421	-56,908	-209,528
Depreciation and amortisation		5,779	2,751	12,155
Other items not affecting liquidity		-20	75	-2,120
Interest paid		-1,272	-1,072	-4,124
Paid tax		-172	-581	-484
Cash flow from operating activities before changes in working capital		-40,107	-55,735	-204,101
Change in working capital		10,568	6,797	38,631
Cash flow from operating activities		-29,539	-48,938	-165,470
Acquisition of subsidiaries, after deduction for acquired cash and cash equivalents		–	–	-7,314
Investments in intangible and tangible assets		-7,291	-4,287	-22,123
Investments in financial assets		423	-1,047	-1,175
Cash flow from investing activities		-6,868	-5,335	-30,612
New share issue, net of transaction costs	4	–	-17	–
Transaction costs for issues		-14	–	-156
Warrants in connection with new share issue		–	–	1,629
Exercised warrants		–	2,329	2,329
Repayment of lease liabilities		-1,027	-1,297	-4,378
Repayment of loans		-5,735	-4,690	-19,576
Cash flow from financing activities		-6,776	-3,675	-20,152
Total cash flow		-43,183	-57,948	-216,234
Cash and cash equivalents at the beginning of the period		306,209	521,574	521,574
Exchange rate differences related to cash and cash equivalents		1,837	3,896	869
Cash and cash equivalents at the end of the period		264,863	467,522	306,209

Condensed Parent Company Income Statement and Statement of Comprehensive Income

SEkt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
OPERATING REVENUE			
Net sales	10,054	8,615	33,129
OPERATING EXPENSES			
Other external costs	-4,352	-2,144	-7,806
Personnel costs	-4,511	-3,159	-14,392
Depreciation and amortisation	-82	-82	-327
Other operating expenses	-5	—	-75
Operating result	1,104	3,265	10,529
Net financial items	-1,933	-3,932	-247,033
Result after financial items	-828	-667	-236,504
Appropriations	—	—	-200,000 ¹
Result before tax	-828	-667	-436,504
Income tax	—	—	—
Net result for the period	-828	-667	-436,504

Net result for the period corresponds to the Parent Company's comprehensive income for the period.

1) Appropriations pertain in their entirety to Group contributions.

Condensed Parent Company Balance Sheet

SEkt	Note	31 March 2022	31 March 2021	31 Dec 2021
ASSETS				
Non-current assets				
Intangible assets		982	1,310	1,064
Participations in Group companies		694,160	660,757	694,160
Receivables from Group companies		1,286	1,200	1,276
Total non-current assets		696,429	663,267	696,500
Current assets				
Receivables from Group companies		11,791	26,281	–
Tax receivables		290	324	194
Other receivables		1,085	352	198
Cash and cash equivalents		12,222	318,593	62,975
Total current assets		25,388	345,550	63,367
TOTAL ASSETS		721,817	1,008,818	759,868
EQUITY AND LIABILITIES				
Restricted equity		1,137	1,117	1,137
Unrestricted equity		565,315	979,088	566,144
Equity		566,452	980,205	567,281
Non-current liabilities				
Non-current liabilities to Group companies		96	95	96
Other non-current liabilities	3	8,608	–	8,090
Total non-current liabilities		8,704	95	8,186
Current liabilities				
Trade payables		1,091	865	1,753
Liabilities to Group companies		96,760	18,010	143,849
Other current liabilities	3	48,811	9,641	38,798
Total current liabilities		146,662	28,517	184,400
TOTAL EQUITY AND LIABILITIES		721,817	1,008,818	759,868

Notes

NOTE 1 Accounting policies

Ready applies the Swedish Annual Accounts Act, Swedish Financial Reporting Board recommendation RFR 1 Supplementary Accounting Rules for groups, and International Financial Reporting Standards (IFRS) and interpretations from the IFRS Interpretations Committee (IFRS IC) as endorsed by the EU.

This report for the Group has been prepared in accordance with IAS 34 Interim Financial Reporting and applicable stipulations of the Swedish Annual Accounts Act and should be read in the same context as the 2021 Annual Report. The most significant accounting policies used in preparing this report are described in Note 1 on pages 91–96 of the 2021 Annual Report.

Changes in IFRS and amendments and interpretations of existing standards that took effect on 1 January 2022 have not given rise to any changes in the reporting of the Group's financial performance or position. In addition, the same accounting policies and bases of calculation used in the 2021 Annual Report have been applied in preparing the financial statements in this report, except as stated below.

The Parent Company's financial statements have been prepared in accordance with the Swedish Annual Accounts Act and Swedish Financial Reporting Board recommendation RFR 2 Accounting for legal entities.

NOTE 2 Revenue from contracts with customers

Distribution of net sales by service

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Ready's digital magazine service	135,102	100,601	455,107
Other sales revenue	5,595	–	5,620
Total	140,698	100,601	460,727

Net sales by geographic region

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Germany	49,356	38,354	173,650
Sweden	25,582	23,449	99,617
UK	27,534	22,843	99,883
France	15,729	–	11,947
Rest of world	22,676	15,905	75,631
Total	140,698	100,601	460,727

NOTE 3 Fair value of financial instruments

Ready has a financial liability relating to the earn-out consideration attributable to the acquisition of Toutabo that is measured at fair value through profit or loss. The earn-out consideration is subject to certain targets being met in terms of number of users, publisher agreements and commercial partnership agreements and may amount to a maximum of EUR 4.1 million.

The calculation of fair value is based on level 3 of the fair value hierarchy, which entails that fair value has been determined on the basis of a measurement model in which the material input data is based on unobservable inputs. Measurement was performed based on the discounted value of estimated future cash flows.

SEKt

Opening value, January 1, 2022	41.2
Value adjustment	0.2
Translation differences	1.5
Settled during the year	–
Closing balance, March 31, 2022	42.9

The fair value of current receivables and liabilities recognised at amortised cost corresponds to their carrying amounts, since the discounting effect is not considered to be significant. The fair value of non-current receivables and liabilities reported at amortised cost is deemed in all essential respects to correspond to their carrying amount. For further information on financial assets and liabilities, and their classification, refer to Note 17 of the 2021 Annual Report.

NOTE 4 Equity

As per 31 March 2022, the Group's share capital amounted to SEK 1,137,142 apportioned among 37,904,738 shares.

Employee stock options outstanding as per 31 March 2022 totalled 251,208 (113,750) of which option programs before September 2020 with subscription rights to 1:5 shares. Warrants outstanding as per 31 March 2022 totalled 360,300 (627,434) of which option programs before September 2020 with subscription rights to 1:5 shares.

Changes in share capital

The following table illustrates the changes in share capital of Ready International AB (publ) for the 2020–2022 financial years. For the sake of comparison, all key performance indicators for periods earlier than September 2020 in the report have been recalculated for the 1:5 share split.

Date	Transaction	Change in no. of shares	Total no. of shares	Change in share capital, SEK	Total share capital, SEK
3 Apr 2020	New issue (exercised warrants)	22,100	5,471,332	3,315	820,700
3 Apr 2020	New issue (exercised warrants)	1,000	5,472,332	150	820,850
3 Apr 2020	New issue (exercised warrants)	350	5,472,682	53	820,902
26 Jun 2020	New issue	350,184	5,822,866	52,528	873,430
11 Sep 2020	Share split	23,291,464	29,114,330	—	873,430
21 Sep 2020	New issue	7,627,118	36,741,448	228,814	1,102,243
19 Oct 2020	New issue (exercised warrants)	50,000	36,791,448	1,500	1,103,743
14 Dec 2020	New issue (exercised warrants)	190,000	36,981,448	5,700	1,109,443
29 Dec 2020	New issue (exercised warrants)	50,000	37,031,448	1,500	1,110,943
11 Jan 2021	New issue (exercised employee stock options)	75,000	37,106,448	2,250	1,113,193
26 Jan 2021	New issue (exercised warrants Kreos)	120,169	37,226,617	3,605	1,116,799
22 Nov 2021	New issue (non-cash issue upon acquisition)	678,121	37,904,738	20,344	1,137,142

NOTE 5 Credit facility and warrants

The credit facility in Readly AB expires on 1 January 2023 and carries annual interest of 10.75 per cent. The total utilised loan amount was EUR 5 million (SEK 49.5 million), while transaction costs for the loan amounted to SEK 1.9 million.

One condition for the loan was that the lender was also granted warrants in Readly International AB (publ). In connection with the signing of the loan agreement, 42,839 warrants were granted at a subscription price of SEK 168 per share, which was recalculated to SEK 33.6 per share after completion of the 1:5 share split. In the first quarter of 2021, Kreos Capital chose to exercise all warrants issued. The estimated fair value at the exercise date totalled SEK 9.4 million, which was entered as equity in conjunction with the elimination of the liability. The change in fair value was thus estimated as an increase of SEK 4.0 million compared with 31 December 2020, which was recognised as a financial expense in a corresponding amount in the first quarter of 2021.

Additional terms for the loan were pledged collateral in Readly International AB in the form of 100 per cent ownership of Readly GmbH (25,000 shares), Readly UK (100 shares) and Readly AB (50,000 shares). In addition, pledged collateral also includes 100 per cent of the registered trademark Readly. Readly International AB (publ) has pledged security for the loan as well as for its own debt.

NOTE 6 Significant estimations and assessments

In preparation of the financial statements, management must make estimations and assessments, and must therefore make certain estimations and assumptions about the future. Management's estimations and assessments are evaluated on a regular basis based on historical experience and other factors, including expectations of future events that are considered to be reasonable under the prevailing conditions.

The estimations for accounting purposes that result from these, by definition, seldom correspond to the actual outcome. The estimations and assumptions that entail a significant risk for material adjustments of the carrying amounts of assets and liabilities during the financial year are addressed in general below.

Going concern

Readly's financial statements have been prepared in accordance with the accounting policies that apply for a going concern assumption, that is, that Readly will have the ability to continue conducting its business during the foreseeable future. Foreseeable future extends at least to, but is not limited to, 12 months after the end of the reporting period. It is the Board of Directors and CEO who are responsible for assessing the company's ability to continue as a going concern. To be able to make this assessment in a correct manner, consideration must be given to all available information and assumptions about the future. Further, the Board of Directors and CEO continuously monitor circumstances that may affect the assessment of the validity of the going concern assumption, where the most critical risk is access to funding. Since Readly is in a phase of growth, the Group continues to report significant losses. This may lead to strained liquidity and a need to secure long-term funding for the Group.

On 17 September 2020, Readly International AB (publ)'s ordinary shares were listed on Nasdaq Stockholm. The offering was fully subscribed for, generating issue proceeds of SEK 450 million before transaction costs. During 2020, capital was raised in a number of rounds, meaning that the Group has adequate funding for the years ahead. The Board of Directors and CEO believe that, after implemented measures, the company's existing working capital with available funding opportunities is sufficient in order for the going concern assumption to be considered to have been met.

Tax loss carryforwards

Unutilised tax loss carryforwards for which no deferred tax asset has been recognised amounted to SEK 1,028 million (807.9) as per 31 March 2022. Since in the coming years Readly will prioritise growth over profitability, the Board has determined that the Group will likely continue to report tax loss carryforwards also in the coming year, and thus in accordance with IAS 12, no deferred tax asset is reported for these deficits.

For further information on estimations and assessments, please refer to Readly's 2021 Annual Report, Note 3 on page 99.

NOTE 7 Acquisitions

Summary of acquisitions

On 2 November 2021, Readly International AB acquired 98.4 per cent of Toutabo SA, one of the leading digital subscription services in France and owner of the digital subscription service ePresse. Through the acquisition, Readly will strengthen its leading position in Europe and gain access to a best-in-class French content portfolio. The journey in France will benefit from the combination of Toutabo's leading position, local expertise and strong relationship with publishers and commercial partners, and Readly's tech resources, product development, global reach, and capabilities to create growth.

The purchase price totalled EUR 10.2 million, corresponding to SEK 102.5 million. Of the total purchase price, EUR 4.1 million (SEK 41.2 million) comprises an expected future earn-out consideration for 2022–2024. This earn-out consideration is subject to certain targets being met in terms of number of users, publisher agreements and commercial partnership agreements and may amount to a maximum of EUR 4.1 million. Measurement of the earn-out consideration was performed based on the discounted value of estimated future cash flows. The remaining purchase price was paid on transfer and comprised a cash consideration, EUR 4.0 million, and to a certain extent newly issued shares. The fair value of the 678,121 shares issued as part of the purchase consideration amounted to SEK 21.3 million and the shares were issued at a price of SEK 31.48 per share, corresponding to the volume-weighted average price on Nasdaq Stockholm over the 20 trading days immediately prior to but not including 5 October 2021.

The issue of consideration shares for the acquisition means that the number of shares in Readly increased from 37,226,617 to 37,904,738. Transaction costs of SEK 0.1 million which were directly attributable to the issue of the shares have been recognised as a deductible item in equity.

Since the date of acquisition, Toutabo has contributed SEK 11.9 million in net sales and made a contribution of SEK 0.1 million to net result for the year. Had the acquisition been implemented on 1 January 2021, the company would have contributed SEK 68.2 million to net sales and a loss of SEK 5.5 million to net result for the full year 2021.

Details concerning the purchase price, acquired net assets and goodwill are presented below:

	Purchase price
Cash and cash equivalents	39.9
New issue	21.3
Contingent consideration	41.2
Total purchase price	102.5

According to the purchase price allocation, the assets and liabilities recognised as a result of the acquisition are as follows:

	Fair value
Tangible and intangible assets	3.4
Intangible assets: Publisher contracts	16.3
Intangible assets: Customer contracts	15.8
Intangible assets: Trademarks	7.7
Trade receivables and other receivables	16.1
Cash and cash equivalents	32.6
Trade payables and other operating liabilities	-24.3
Loans	-21.8
Deferred tax liability	-10.5
Acquired identifiable net assets	35.6
Non-controlling interests	-1.7
Goodwill	68.9
Purchase price	102.5

Goodwill

Goodwill in the purchase price allocation amounts to SEK 68.9 million. The goodwill that arose in conjunction with the acquisition is because the Group's position in the market in question for the acquisition is expected to be strengthened, in addition to the accumulated know-how in the acquired company. This goodwill is not expected to be tax deductible in case of future impairment.

Acquisition-related costs

Acquisition-related costs, which were not directly attributable to the share issue, amounted to SEK 4.0 million and relate to fees for external legal representatives and consultants. These costs were recognised in other external costs in the consolidated statement of income and other comprehensive income.

Key Performance Indicators

The company presents certain financial measures in the interim report that are not defined by IFRS. The company believes that these Alternative Performance Measures (APMs) provide valuable supplementary information to investors and company management, as they allow evaluation of the company's financial performance and financial position. Since not all companies calculate financial

measures in the same way, these are not always comparable with measures used by other companies. These financial measures shall therefore not be regarded as a replacement for the measures defined in accordance with IFRS. The tables below present certain measures that are not defined in IFRS, and they are therefore defined on page 24 of this report.

SEKt, unless stated otherwise	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
FPS (Full-paying subscribers), number	465,456	397,071	478,362
Total revenue	143,816	101,883	466,308
Total revenue growth, %	41.2	32.0	32.2
ARPU ¹ (Average revenue per user), SEK	97	91	92
Gross profit ¹	48,830	33,868	156,127
Gross profit margin ¹ , %	34.0	33.2	33.5
Gross contribution ¹	19,174	-16,367	-33,780
Gross contribution margin ¹ , %	13.3	-16.1	-7.2
EBITDA ¹	-38,643	-54,157	-197,373
EBITDA margin ¹ , %	-26.9	-53.2	-42.3
Operating result	-44,421	-56,908	-209,528
Operating margin, %	-30.9	-55.9	-44.9
Adjusted operating result (excl IAC) ¹	-37,375	-56,908	-204,943
Adjusted operating margin (excl IAC) ¹ , %	-26.0	-55.9	-44.0
Total operating expenses	-188,237	-158,791	-675,836
Net result for the period	-45,193	-59,465	-219,601
Items affecting comparability	-7,047	–	-4,585
Net margin, %	-31.4	-58.4	-47.1
Cash flow from operating activities	-29,539	-48,938	-165,470
Average number of employees	114	83	89
KPI data per share			
Basic and diluted earnings per share, SEK	-1.2	-1.6	-5.9
Basic and diluted equity per share, SEK	4.2	9.0	5.4
Weighted number of shares outstanding, basic and diluted	37,904,738	37,184,903	37,327,803
Number of shares outstanding at end of the period	37,904,738	37,226,617	37,904,738

1) For reconciliation of APMs, see pages 25–26.

Key Performance Indicator development

SEKt, unless stated otherwise	2022	2021				2020			
	Q1	Q4	Q3	Q2	Q1	Q4	Q3	Q2	Q1
FPS (Full-paying subscribers), number	465,456	478,362	435,372	420,135	397,071	369,764	339,557	323,811	290,156
Total revenue	143,816	134,751	118,861	110,813	101,883	98,623	93,350	83,446	77,179
Total revenue growth, %	41.2	36.6	27.3	32.8	32.0	34.2	34.8	33.0	30.3
ARPU, SEK	97	95	93	91	91	94	94	93	92
Gross profit	48,830	45,138	39,829	37,292	33,868	33,595	31,308	26,952	25,203
Gross profit margin, %	34.0	33.5	33.5	33.7	33.2	34.1	33.5	32.3	32.7
Gross contribution	19,174	5,576	-11,449	-11,539	-16,367	-4,024	-14,722	-23,235	3,826
Gross contribution margin, %	13.3	4.1	-9.6	-10.4	-16.1	-4.1	-15.8	-27.8	5.0
Operating result	-44,421	-50,341	-47,993	-54,285	-56,908	-41,373	-51,152	-59,434	-37,816
Operating margin, %	-30.9	-37.4	-40.4	-49.0	-55.9	-41.9	-54.8	-71.2	-49.0
Adjusted operating result	-37,375	-45,755	-47,993	-54,285	-56,908	-40,302	-41,969	-56,068	-31,973
Adjusted operating margin, %	-26.0	-34.0	-40.4	-49.0	-55.9	-40.9	-45.0	-67.2	-41.4
Net result for the period	-45,193	-49,443	-52,500	-58,193	-59,465	-48,048	-47,189	-66,143	-36,044

Definitions of Key Performance Indicators and calculations

KPIs	DEFINITION	PURPOSE
Gross profit	Revenue less publisher costs.	Used as a measure of the core business's operating profit, regardless of the effect of other operations, items affecting comparability between periods, and financing and company tax.
Gross profit margin	Gross profit/loss divided by revenue.	Used as a measure of the core business's profitability, regardless of the effect of other operations.
EBITDA	Operating profit excluding financial items, tax, depreciation/amortisation and impairment losses of tangible and intangible assets.	Used as an alternative measure of operating profit that is not affected by historical investments and their accounting treatment, or by items affecting comparability.
EBITDA margin	EBITDA divided by total revenue.	Used as an alternative measure of the business's profitability.
Equity per share	Equity in relation to the number of shares outstanding at the end of the period.	A measure used by investors, analysts and company management to evaluate the company's financial position.
Full-paying subscriber (FPS)	A subscriber who pays 51 per cent or more of the ordinary price for a subscription.	This measure is used to identify the subscribers who pay the full price for the service.
Average revenue per user (ARPU)	Subscriber revenue on monthly basis divided by the outgoing number of FPSs in the corresponding month.	This measure is used to identify the share of total revenue that is attributable to each full-paying subscriber.
Items affecting comparability	Non-recurring significant items and events attributable to the Group's strategy or structure. These are relevant for understanding the Group's performance and year-on-year comparisons.	Used to inform about items that affect comparability between different periods.
Marketing costs	External marketing costs related to customer acquisition, campaigns and similar marketing activities.	Used as a measure of marketing costs, regardless of the effect of other operations, items affecting comparability between periods, and financing and company tax.
Net margin	Net result for the period divided by total revenue for the period.	Used as an alternative measure of the business's profitability.
Earnings per share	Net result for the period after tax in relation to the average number of shares outstanding during the period.	A measure used by investors, analysts and company management to evaluate the value of the company's shares outstanding.
Operating result (EBIT)	Operating revenue less operating expenses.	A measure of the company's operating result before interest and tax that is used by investors, analysts and company management to evaluate the company's profitability.
Operating margin	Operating result in relation to operating expenses.	A profitability measure that is used by investors, analysts and company management to evaluate the company's profitability.
Growth in total revenue	Increase in total revenue compared with the preceding period.	Used as a measure of growth in the company's total revenue.
Total operating expenses	Total expenses excluding interest expenses and tax costs.	Used as a measure of the Group's total expenses regardless of the effect of other operations, items affecting comparability between periods, and financing and company tax.
Gross contribution	Gross profit excluding marketing costs.	A measure of the company's gross profit after marketing costs used by investors, analysts and company management to evaluate the company's profitability.
Gross contribution margin	Gross contribution divided by operating revenue.	A profitability measure that is used by investors, analysts and company management to evaluate the company's profitability.

Reconciliation of KPIs

Gross profit & Gross profit margin

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Total revenue	143,816	101,883	466,308
Publisher costs	-94,986	-68,015	-310,181
Gross profit	48,830	33,868	156,127
Gross profit margin, %	34.0	33.2	33.5

EBITDA and EBITDA margin

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
EBITDA	-38,643	-54,157	-197,373
Total revenue	143,816	101,883	466,308
EBITDA margin, %	-26.9	-53.2	-42.3

Equity per share

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Weighted number of shares outstanding	37,904,738	37,184,903	37,327,803
Total equity	157,738	334,771	201,714
Equity per share (SEK)	4.2	9.0	5.4

Net margin

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Net result for the period	-45,193	-59,465	-219,601
Total revenue	143,816	101,883	466,308
Net margin, %	-31.4	-58.4	-47.1

Operating result and operating margin

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Total revenue	143,816	101,883	466,308
Total operating expenses	-188,237	-158,791	-675,836
Operating result	-44,421	-56,908	-209,528
Operating margin, %	-30.9	-55.9	-44.9

Adjusted operating result (excl IAC)

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Operating result (EBIT)	-44,421	-56,908	-209,528
Items affecting comparability			
Restructuring and transaction and integration costs upon acquisition of Toutabo SA	7,047	—	4,585
Adjusted operating result (excl IAC)	-37,375	-56,908	-204,943
Total revenue	143,816	101,883	466,308
Adjusted operating margin (excl IAC), %	-26.0	-55.9	-44.0

Growth in total revenue

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Total revenue	143,816	101,883	466,308
Total revenue growth, %	41.2	32.0	32.2

Total operating expenses

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Publisher costs	-94,986	-68,015	-310,181
Marketing costs	-29,656	-50,235	-189,906
Other external costs	-22,576	-13,790	-62,862
Personnel costs	-31,697	-21,879	-94,977
Depreciation and amortisation	-5,779	-2,751	-12,155
Other operating expenses	-3,544	-2,120	-5,754
Total operating expenses	-188,237	-158,791	-675,836

Gross contribution & Gross contribution margin

SEKt	Jan–Mar 2022	Jan–Mar 2021	Jan–Dec 2021
Total revenue	143,816	101,883	466,308
Publisher costs	-94,986	-68,015	-310,181
Marketing costs	-29,656	-50,235	-189,906
Gross contribution	19,174	-16,367	-33,780
Gross contribution margin, %	13.3	-16.1	-7.2

Supplementary information

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Financial calendar

Financial reports, press releases and other information are available from the date of publication on Readly's website: www.readly.com.

This information is information that Readly International AB (publ) is obligated to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication through the agency of the contact persons above at 7:30 a.m. CEST on 5 May 2022.

Annual General Meeting

10 May 2022

Interim report Jan–Jun 2022

11 August 2022

Interim report Jan–Sep 2022

11 November 2022

Year-end report and fourth quarter interim report 2022

16 February 2023

This interim report has been prepared in both Swedish and English. In case of discrepancy between the English and the Swedish version, the Swedish version shall prevail.

Auditor's review

This interim report has not been audited or reviewed by the company's auditors.

Publication

The interim information provided on pages 2–11 constitutes an integral part of this financial report.

Legal disclaimer

Due to the nature of its business, Readly is exposed to certain risks that may affect its earnings or financial position to a lesser or greater extent. These risks can be categorised as financial risks, business risks, legal and compliance risks, and strategic risks. Management's general view of the risks that the business may be affected by has not changed compared with the description provided in the most recently published annual report. For a detailed description of the company's risks, please refer to Readly's 2021 Annual Report, pages 61–67.

Signatures

The CEO give their assurance that the interim report provides a fair view of the Parent Company's and the Group's operations, financial position and results of operations and describe the significant risks and uncertainties facing the Parent Company and the companies that are part of the Group.

Stockholm, 5 May 2022

Mats Brandt
Interim CEO



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