



Readly signs contract with BurdaVerlag

Readly, the European market leader in digital newspaper and magazine subscriptions, is expanding its catalogue with 39 titles from BurdaVerlag. *"With the renowned magazine brands from BurdaVerlag, we will strengthen important categories on our platform such as Fashion & Beauty, Celebrity & Entertainment, News & Politics as well as Kids and offer our readers even greater added value,"* says Jan-Sebastian Blender, Head of Content DACH, IT & NL and Managing Director DE at Readly.

Readly subscribers can now access the digital editions of popular magazines such as Bunte, Focus, Instyle, Mein schöner Garten and Slowly Veggie as part of their all-you-can-read subscription. In total 39 Burda titles have been added to the platform, with the German-language offering now totalling 1,302 magazines and 16 newspapers. With 72 million issues read in 2022 and 38.6 percentage share of net sales in Q4 2022, Germany is the largest market for the European market leader in the field of digitised newspapers and magazines.

– By expanding our portfolio with the Burda magazines, we are responding to the wishes of many of our readers. The cooperation with BurdaVerlag is a great gain for Readly in our largest and fastest-growing core market. We are all the more pleased to be able to offer our subscribers the popular Burda publications. Having welcomed many new publishers to Readly in 2022, our data shows beyond doubt that well-known titles quickly gain a large readership and generate revenue. It's great to start the new year with this fantastic news," says **Jan-Sebastian Blender**.

BurdaVerlag will benefit from the revenue, distribution volumes and digital visibility of its content on the Readly platform. Via the "Readly Insight" analysis tool, it gains access to more than 50 billion data points collected by Readly, giving the publisher an even better insight into the digital habits of its readers.

– *By making BurdaVerlag titles available on Readly, we are making our diverse range of magazines quickly and easily accessible to a wider target group. This step represents a high-reach addition to the digital distribution of our titles, through which we reach new people and gain valuable insights into the behaviour of our readers,"* says **Dietz Tönnies, Head of E-Commerce & Business Development at Burda Brand Sales.**

About Readly

Readly is the European category leader for digital magazines. The company offers a digital subscription service where customers have unlimited access to 6,900 magazines and newspapers including the catalogue of ePresse. 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 and newspaper industry. In 2022, revenues amounted to SEK 592 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm Small Cap. For more information, please visit <https://corporate.readly.com>