



Press release
11 July 2025

Q2 Operational update

Readly returns to subscriber growth and has continued 2025 with robust profitability

Readly International AB has continued 2025 with robust profitability and revenue growth. In the second quarter, revenue grew by 5.8 per cent to SEK 183.7 million (173.6), adjusted for currency effects. The number of fully paying subscribers (FPS) increased by 1.6 per cent to 430,056 (423,303) adjusted for divestments/acquisitions. FX adjusted publisher revenue amounted to 108.3 MSEK, an increase of 4.3 percent compared to the same period last year. Readly also initiated the first phase of its launch in Norway during the quarter.

*– Readly's increasing subscriber number marks the realization of the two-phase strategy set out in 2023: first achieving profitable revenue growth, then maintaining it while returning to subscriber growth. With both phases reached, we're now focused on further growth through an enhanced mobile experience, deepening engagement while generating tangible revenue for publishers. Readly is well positioned to continue its sustainable growth journey, most recently through the initial launch in Norway, says **Philip Lindqvist, CEO of Readly.***

During Q2, semantic search has been implemented, allowing smarter results based on the intent and context of the search query of the search. In parallel, interactive headlines have also been developed, enabling users to access mobile-optimised article views directly from the magazine or newspaper page, launching this summer.

Readly has continued expanding its content portfolio. An early-stage launch in Norway has been initiated with six publishers and 200 titles, including Schibsted and Bonnier News. Additionally, 14 new publishers and 104 titles were added across other markets such as major brands like WirtschaftsWoche (DE), Slimming World (UK), and Playboy (US).

As part of the overall growth strategy, significant traction has been built in the three core markets, Germany, the UK and Sweden. Efforts focused on diversifying the channel mix and scaling partnerships and performance channels. Key developments in Q2 included the launch of radio campaigns in all markets and collaborations with 23 new strategic partners, including Edeka, Railcard, and Apotea.

For more information, please contact:

Linnéa Agüero, Head of PR & Communications, +46 725 03 32 31, linnea.aguero@readly.com

About Readly

Readly is a European category leader for digital magazines and newspapers. The company offers a digital subscription service where customers have unlimited access to 8,000 national and international titles - all in one app and at a fixed monthly fee. Readly has subscribers in 50 countries and content available in 17 different languages. In collaboration with around 1,000 publishers worldwide, Readly is digitising the newspaper and magazine industry. In 2024, revenues amounted to SEK 725 million. For more information, please visit <https://corporate.readly.com>