



## Press release

30 May 2023

# Mats Brandt steps down as Group CEO of Readly International AB (publ) - Philip Lindqvist appointed as new CEO

**In agreement with the company's board, Mats Brandt is leaving his role as CEO of Readly International AB (publ), the European market leader in digital subscriptions of magazines and newspapers. The board has decided to appoint Philip Lindqvist as the new CEO of Readly as of tomorrow, May 31.**

Philip Lindqvist has extensive experience from leading positions in media, content and digital subscription services. Philip was previously head of the streaming service C More, and head of strategy and distribution at TV4, C More and Finnish MTV. He has a background from The Boston Consulting Group and today works as an advisor and investor.

*- The Board and Mats have agreed that the time is right for a CEO shift. With his extensive experience in, among other things, digital subscription-based streaming services, both as a content provider and distributor, Philip is the right person to take over the leadership and drive Readly forward. I look forward to him starting immediately. I also want to take the opportunity to thank Mats for what he has accomplished during his time at Readly, says **Jan Lund, Chairman of the Readly Board.***

*- Readly has an important and exciting role in making journalism from around the world available to an increasingly digital audience. The company has a leading position in Europe and a positive momentum to start from. That's why I look forward to becoming part of the team and jointly taking the next step in Readly's development, says **Philip Lindqvist, new CEO of Readly.***

Mats Brandt assumed the role of acting CEO of Readly in January 2022 and was appointed permanent CEO in May of the same year. Under his leadership, the company has shown good revenue growth, record high margins and is well on its way to profitability.

*- Readly has a very committed team with fantastic competence. I am super satisfied with what we have achieved together and wish the company continued success in the future, says **Mats Brandt.***

*Mats Brandt's last day as CEO is May 31 and will continue to be at the disposal of the Board during the notice period.*

### For more information:

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*This disclosure contains information that Readly International AB is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information in this press release has been published by the above contact person, at the time specified by the Company's news distributor Cision at the time of publication of this press release.*

### 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 7,000 national and international magazines - 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 1,200 publishers worldwide, Readly is digitizing the magazine industry. In 2022, revenues amounted to SEK 592 million. Since September 2020, the Readly share is listed on Nasdaq Stockholm. For more information, please visit <https://corporate.readly.com>.