



## Storytel prepares for launch in Singapore

As a step in Storytel's pronounced international expansion, a new office in Singapore will open for business during the autumn of 2018 — staffed with local employees. The streaming service will go live in 2019, and primarily offer titles in English and Mandarin Chinese.

"With its five million inhabitants and its mix of English and Mandarin, Singapore is especially enticing and will be our first foray into Southeast Asia. In addition, Singapore is in the forefront regarding digital content and subscription services, which fits well with the model we offer," says Stefan Tegenfalk, Head of Expansion at Storytel.

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### **About Storytel**

*The Storytel group consists of two divisions, Streaming and Publishing. The Streaming division currently offers a subscription service for audio books and e-books under the brand names Storytel and Mofibo in Sweden, Norway, Denmark, Finland, Iceland, The Netherlands, Poland, Russia, Spain, India, the United Arab Emirates, Turkey and Italy. The Streaming division also publishes audio books and Storytel Originals, mainly through the audio-book publisher Storyside. The Publishing division consists of the publishers Norstedts, Massolit, Printz Publishing, the Danish People's Press, Storytel Publishing, Rabén & Sjögren and B. Wahlströms, as well as Norstedts Kartor.*