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Storytel goes live in Belgium today

Today Storytel, one of the world's largest streaming services for audiobooks and e-books, goes live in Belgium. The launch strengthens Storytel's presence in the Benelux region and will include extensive marketing initiatives in Belgium, including TV advertisements as well as social media and online campaigns.

On 24 September, Storytel announced its expansion to Belgium launching a local service operated by Storytel Netherlands. Belgian subscribers will from day one have access to more than 250 000 audiobooks and e-books in a catalogue featuring both international bestsellers and strong local authorships. Upon the Belgian introduction of the Storytel app, Storytel will also be launching the best-selling author Lucinda Riley's series *The Seven Sisters*, with local narration by the popular Belgian actress Lien Van de Kelder.

"We are excited and proud to be able to launch a high-quality audiobook and e-book experience for the Belgian readers and listeners only a month after announcing our expansion to Belgium. This truly demonstrates Storytel's commitment to make stories accessible to more people anywhere and anytime, and the skills and expertise of our local teams. Warm congrats to our Dutch team for establishing this new harbor of enjoyment for the Belgian book and story lovers, says **Madeleine Johansson**, Regional Manager for Storytel West.

The content in the app will range from thrillers and mysteries to novels, feel-good, non-fiction, comedy and children's books – a broad offering that is sure to include a favourite for everyone.

"We are convinced that our passion for books and good storytelling will inspire our new Belgian subscribers, and we are committed to regularly updating the content with new, exciting titles", says **Ruth de Jager**, Country Manager for the Netherlands and Belgium at Storytel. "This applies to titles from both established Belgian authors and our own Storytel Originals – stories written specifically as audiobooks."

FNCA Sweden AB is the company's certified adviser. FNCA can be reached at info@fnca.se or +46 8 528 00 399.

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About Storytel

Storytel is one of the world's leading audiobook and e-book streaming services and offers unlimited listening and reading of more than 500 000 titles on a global scale. Our vision is to make the world a more empathetic place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel is a digital platform provider as well as a comprehensive publishing group. The streaming business area offers subscriptions for audiobooks and e-books under the Storytel and Mofibo brands. Storytel's publishing business area is carried out through the publishing houses Norstedts, Massolit, StorySide, Printz Publishing, People's Press, Rabén & Sjögren, B.Wahlströms, Gummerus Kustannus and Norstedts Kartor. Ztory – a subscribed digital read-all-you-can streaming service for newspapers and magazines, is part of Storytel since January 2019. Storytel operates in 20 markets around the globe and is headquartered in Stockholm, Sweden.