



Storytel goes live in Thailand today

Storytel, one of the world's leading audiobook and e-book streaming services, went live today in Thailand. The launch strengthens Storytel's presence in the Asia Pacific region, where the company since previously has operations in India, Singapore and South Korea.

Storytel has an audiobook production unit running in Thailand since 2019. By launching the app Storytel now opens up for audiobooks and e-books in Thai for a population of almost 70 million people.

"With our launch in Thailand we continue to expand our presence in APAC, strengthening our position as the number one 'glocal' player in the dynamic region, by making a large number of local stories in Thai – as well as English – available in the market", says Elin Torstensson, Regional Manager Storytel Asia Pacific. I'm also really excited to take the service live and bring the stories to the Thai consumers by audio and digital format."

Storytel has been present in the Asia Pacific region since 2017, when the company launched its service in India. During 2019 Storytel extended its operation in the Asia Pacific region by also launching in Singapore and South Korea.

As part of its launch, Storytel will run a booth at the Winter Book Festival at Samyan Mitrtown from 10–20 December, which will offer customers and industry players a chance to see and discover its world of audio and e-books, in person. On 27 January next year Storytel will also introduce a host of well-known brand ambassadors.

"We are excited to contribute to the development of audiobooks in Thailand and help Thai people discover the potential in this format", says Pawarana Suwanjindar, Country Manager for Storytel Thailand. "There is certainly a reason for the global audiobook trend and I'm very optimistic about bringing all this entertainment, self development, business literature, children's books and much more to Thailand, which is an exciting prospect given that almost the entire population in Thailand are heavy mobile users with one of the highest uptakes of digital technology in the region."

The Storytel Thailand-office is situated in Bangkok.

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

For more information, please contact:

Dan Panas, Head of Communications, Storytel AB
Cell +46701865290
Email dan.panas@storytel.com

Tiina Nevala, PR-manager, Storytel AB,
Cell +46702418301
Email tiina.nevala@storytel.com

About Storytel

Storytel is one of the world's largest subscribed audiobook and e-book streaming services and offers listening and reading of more than 500 000 titles on a global scale. Our vision is to make the world a more empathetic and creative place with great stories to be shared and enjoyed by anyone, anywhere and anytime. Storytel's streaming business is conducted under the brands Storytel and Mofibo. Storytel's publishing business area is carried out through the audiobook publisher StorySide and acclaimed Nordic publishing houses such as Norstedts, People's Press and Gummerus. Storytel operates in over 20 markets around the globe and is headquartered in Stockholm, Sweden.