

August 6, 2021

# Interim report Q2



# Mission

Make the world a more **creative** and **empathetic** place with **great stories** to be **shared** and **enjoyed** by anyone, anytime and anywhere

# Subscriber and revenue growth

## Q2 2021 compared to Q2 2020

Subscriber growth

+29%

Revenue growth

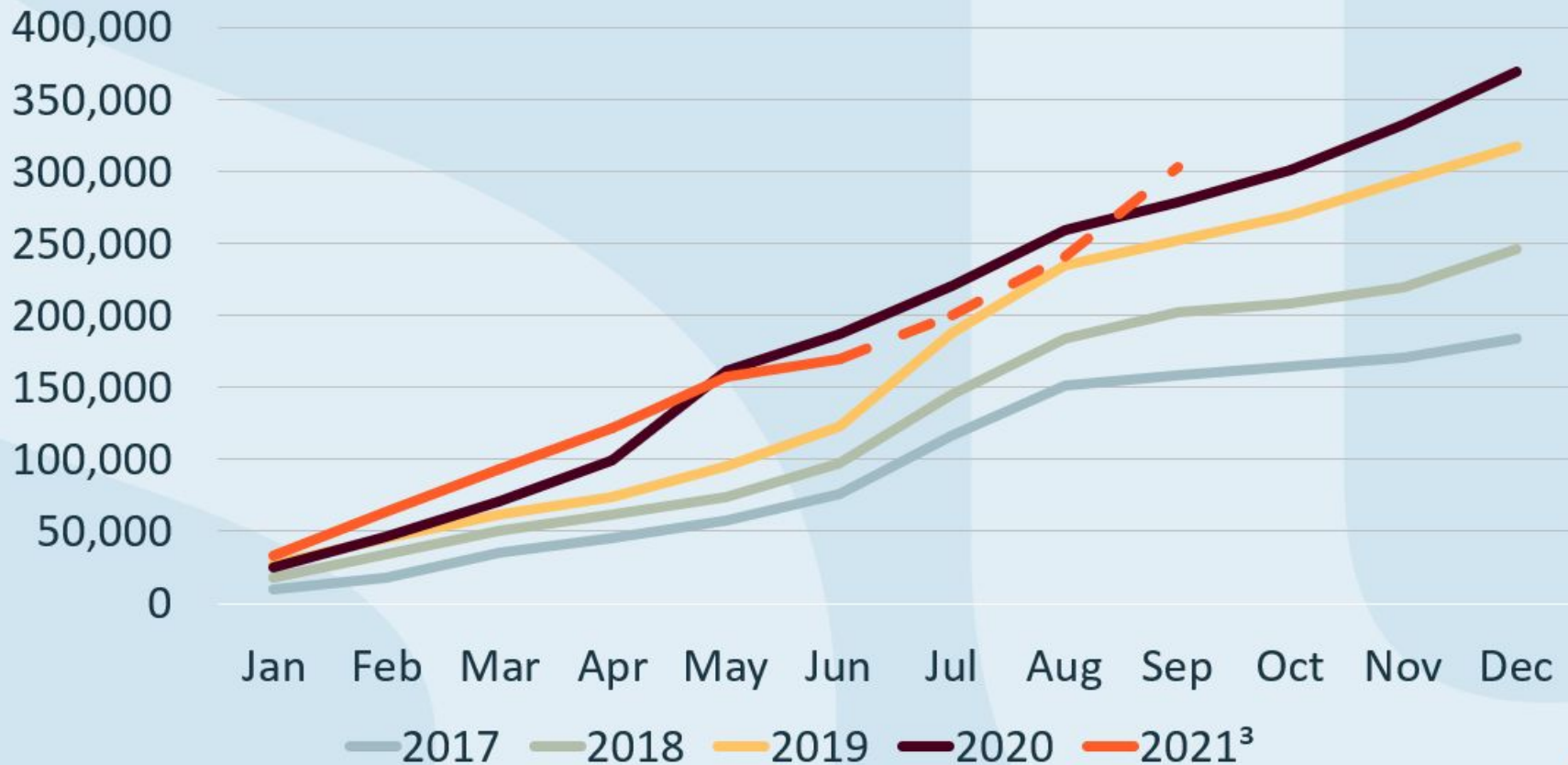
+19%\*

\* +22% with constant exchange rates

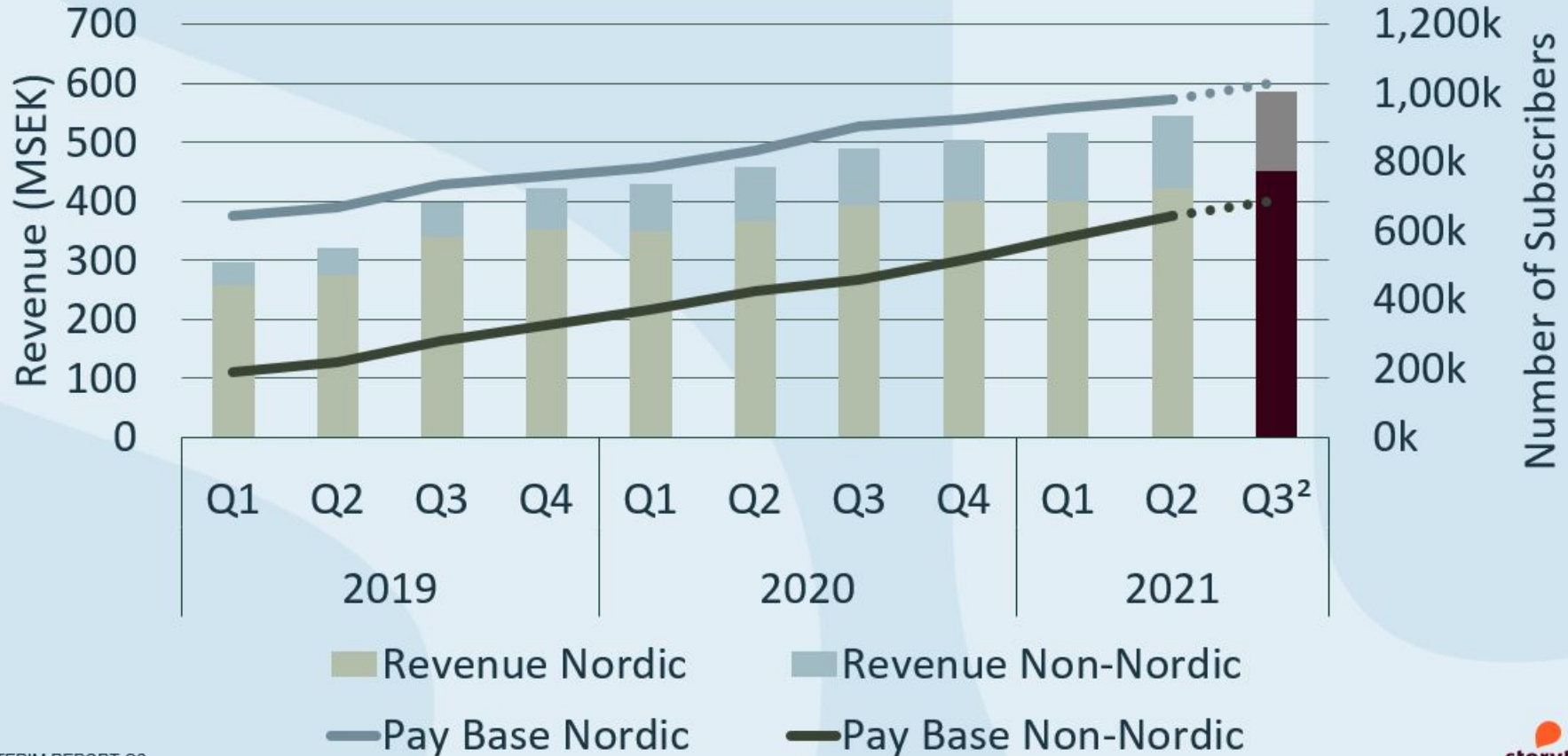
# Highlights in the report

- **Streaming sales up 22% from Q2 2020 to 545 (459) MSEK using constant exchange rates**
- **Net turnover increased to 641 MSEK from 554 MSEK**
- **Held Annual General Meeting of Shareholders on May 4th**
- **Signed agreement to acquire the Finish publishing house Aula & Co**
- **Entered into a partnership with Spotify making Storytel's catalogue available on the Spotify platform for Storytel subscribers**

# Cumulative Net Add Subscribers per Month



# Total Streaming

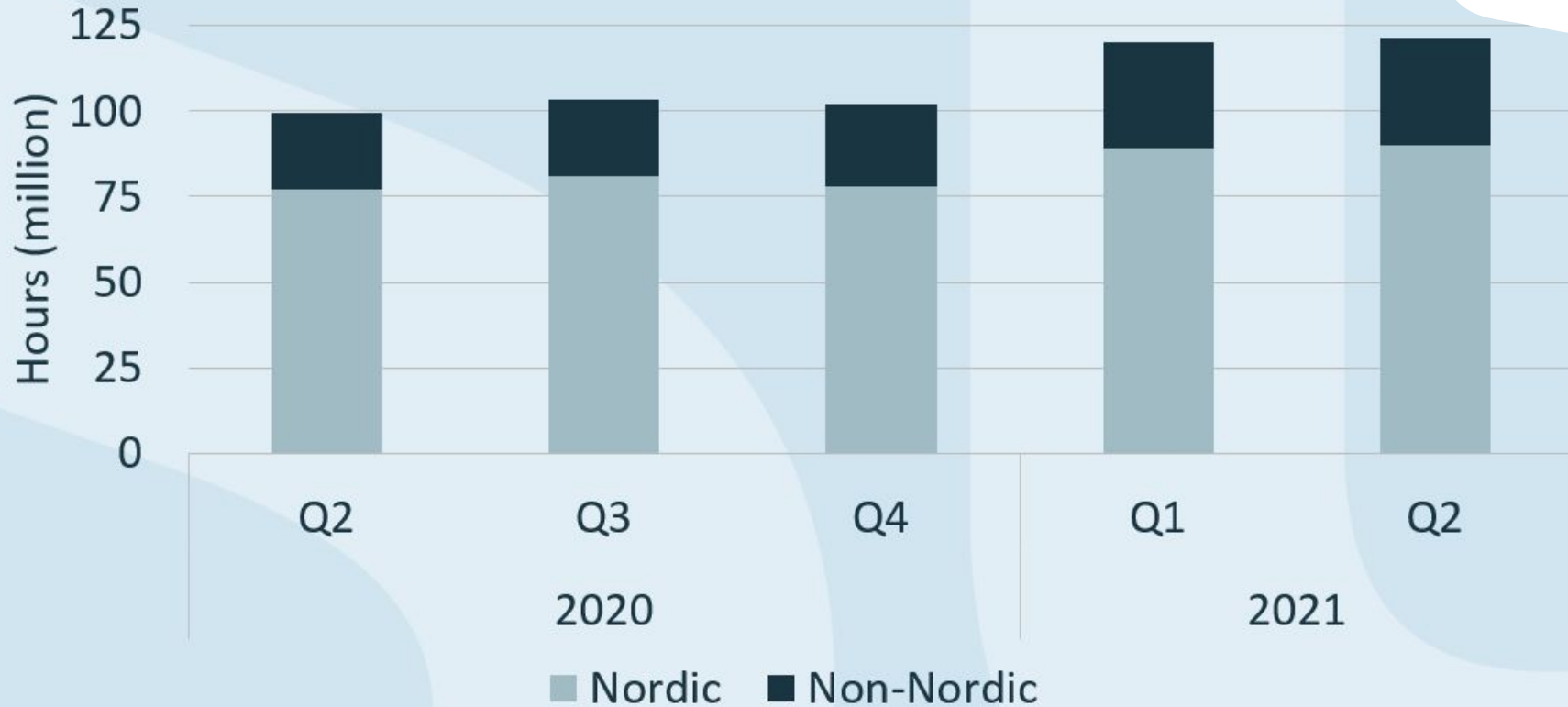


# Markets

- On July 20 2021, Storytel passed an important milestone when the service surpassed the mark of 1,000,000 paying subscribers in the Nordics segment
- We raised the price on our Unlimited and Family offerings in the Netherlands by 9% and in Belgium by 6%. We also raised the price on some of the products in India by 18%. The price in Spain has been lowered by 15%. After the quarter end, in July, we also raised the price in Sweden by 6%
- Our Select subscription, which is limited to languages in India, stood out positively in terms of subscriber growth during the quarter. The Light subscription, which has a time limit, was launched in Spain, Mexico, Turkey and Russia
- Storytel Free, currently only available in Brazil, continued to impress in terms of intake in Q2 2021. Cumulatively more than 300,000 customers have signed up, but are not included in our Subscriber numbers
- Storytel launched a student subscription in late Q2/early Q3 on most markets

# Content Consumption

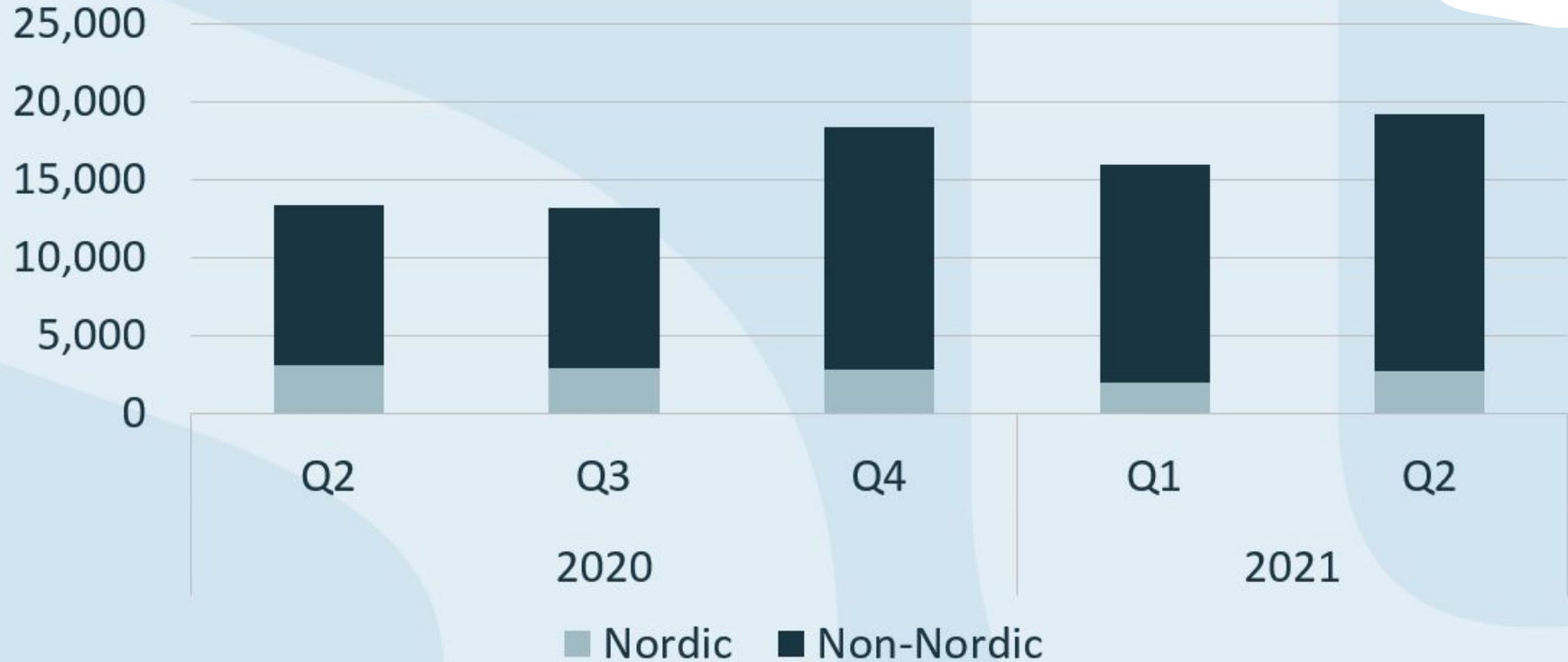
Up ~20% from  
Q2 2020





# Released Hours In-House

Up ~40% from  
Q2 2020



# Content

- In June 2021, Storytel entered into an exclusive agreement with The Conan Doyle Estate, giving Storytel the privilege of developing completely new stories with **Sherlock Holmes** for Storytel Original to be launched – audio-first – in Q2 2022. The adventures will be written by a team of writers under lead of Anthony Horowitz.
- On June 15, Storytel launched the Storytel Original “Glacier” by the bestselling author **Camilla Läckberg** and actor **Alexander Karim** in Sweden, Finland, Denmark, Iceland, Poland and Bulgaria. Launches in Germany, the Netherlands, Belgium, Brazil, Colombia, Mexico, Spain, Italy, Russia and Turkey will follow during fall and winter.

## Storytel will stream three new Sherlock Holmes audiobook in 2022

June 30, 2021 By [Sovan Mandal](#) – 1 Comment



# Product, Platform and Partnerships

- App Store and Google Play ratings were unchanged in Q2 2021 compared to Q1 2021, with App Store ratings at 4.7 and Google Play ratings at 4.3
- NPS was 31 in Q2 2021 compared to 32 in Q1 2021
- During the quarter, we continued to integrate with new partners. The largest integration was with Checkout.com, a payment service provider, and will be rolled out in the MENA region
- The Storytel service was launched on Apple Watch, making it possible to listen without carrying a phone
- In May 2021, Storytel and Spotify announced a partnership through which Storytel's library of audiobooks will be available for Storytel subscribers on Spotify by linking the two accounts. The business models will stay intact, and the partnership will create a new channel for Storytel to acquire new subscribers. The launch is planned for late 2021

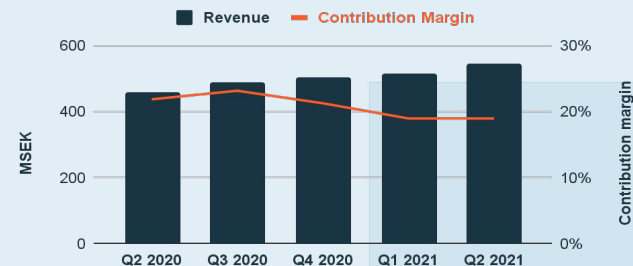
# People, Culture and Sustainability

- In June, Storytel set up a Sustainability Committee within its Board of Directors. The purpose of this Committee is to oversee Storytel's strategic sustainability work; the Sustainability Committee supports the Board in fulfilling its responsibilities to specifically address climate & environmental matters, human rights, labor standards, and anti-corruption practices

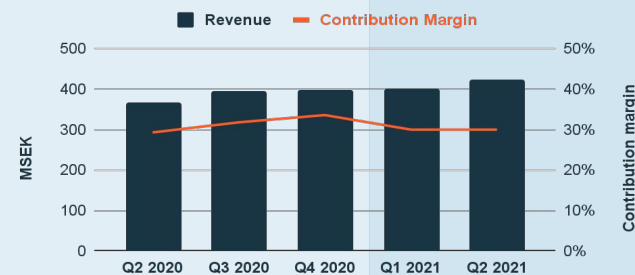
# Streaming Topline & Profitability, Q2 2021

TSEK	Q2 2020	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021
<b>Streaming Total</b>						<b>Forecast</b>
Revenue	459,115	490,234	503,449	517,075	545,451	586,000
Contribution Profit	100,493	113,663	107,074	96,902	105,933	
Contribution Margin	21.9%	23.2%	21.3%	18.7%	19.4%	
Avg. Paying Subscribers	1,257,000	1,360,300	1,442,000	1,540,600	1,626,900	1,723,000
ARPU (SEK/Month)	122	120	116	112	112	113
<b>Streaming Nordics</b>						
Revenue	366,322	394,453	399,639	401,834	423,323	451,000
Contribution Profit	107,176	125,534	134,166	119,418	127,010	
Contribution Margin	29.3%	31.8%	33.6%	29.7%	30.0%	
Avg. Paying Subscribers	833,300	902,000	926,000	957,500	983,600	1,033,000
ARPU (SEK/Month)	147	146	144	140	143	146
<b>Streaming Non-Nordics</b>						
Revenue	92,793	95,781	103,810	115,240	122,128	135,000
Contribution Profit	-6,684	-11,872	-27,092	-22,516	-21,078	
Contribution Margin	-7.2%	-12.4%	-26.1%	-19.5%	-17.3%	
Avg. Paying Subscribers	423,700	458,300	516,000	583,100	643,300	690,000
ARPU (SEK/Month)	73	70	67	66	63	65

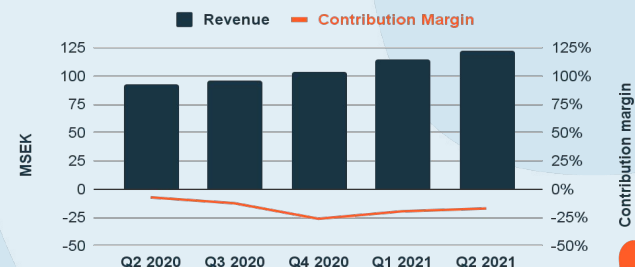
### Streaming Total



### Streaming Nordics



### Streaming Non-Nordics



# Financial targets

## 2021 revised



Grow streaming revenues to 2.25-2.30 BSEK (20-22% growth)



Reach Streaming profitability in 1-3 countries



Reach 1.95-2.00 M subscribers (31-38% growth)



6-8% negative EBITDA margin



Present on 25+ markets

## 2021

Grow streaming revenues to 2.4-2.5 BSEK (28-32% growth)

Reach Streaming profitability in Finland, Poland and Russia

Reach 2.1-2.2 M subscribers (43-50% growth)

0-5% negative EBITDA margin

Present on 25+ markets

## 2023

30-35 % CAGR on Streaming revenues

Reach Streaming profitability on a local level within 5 years from launch

~40% CAGR on subscribers

Growth before profitability with improved CLV/SAC

Present on 40+ markets

# Q&A



**Thanks.**