



## Storytel's streaming revenue for Q2 2022 in line with forecast

Storytel's Q2 2022 streaming revenue came in at 704 MSEK, corresponding to a +29 percent year-on-year growth – +31 percent excluding Russia.

Streaming revenue in the Nordics for the second quarter of 2022 came in at 469 MSEK, in line with forecast. The average number of paying subscribers for Q2 in the Nordic segment was 1,078,000, which represents an annual increase of 94,400 subscribers compared to Q2 2021.

The streaming revenue for the Non-Nordics segment in Q2 2022 totalled 235 MSEK, which corresponds to an annual growth rate of 93 percent. Excluding Russia, the annual growth rate equalled 112 percent. The number of paying subscribers in the Non-Nordic segment amounted to 953,000 in Q2 2022. This corresponds to an annual growth rate of 48 percent – 64 percent excluding Russia.

“In Q2, Storytel saw continued growth in priority markets in the Nordics, Europe and in the US,” says **Ingrid Bojner**, acting CEO of Storytel. “During Q2 we successfully introduced a limited-on-time subscription *Basic* in several markets, in our continuous effort to offer relevant alternatives for our subscribers. This offering complements our *Unlimited* and *Family* subscriptions, not least in challenging times for household economies hit by the consequences of inflation.”

**Table 1: Key Performance Indicators for Streaming**

TSEK	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q2 2022
<b>Streaming Total*,**</b>					<b>Actual</b>	<b>Forecast</b>
Revenue	545,451	583,084	605,128	698,599	704,454	698,000-705,000
Gross Profit	209,529	233,287	220,003	283,868		
Gross Margin	38.4%	40.0%	36.4%	40.6%		
Avg. Paying Subscribers	1,626,900	1,724,000	1,784,600	2,051,000	2,031,000	
ARPU (SEK/Month)	112	113	113	114	116	
<b>Streaming Nordics*</b>						
Revenue	423,323	447,199	459,018	458,555	469,390	472,000-474,000
Gross Profit	161,457	179,074	171,791	165,788		
Gross Margin	38.1%	40.0%	37.4%	36.2%		
Avg. Paying Subscribers	983,600	1,024,000	1,047,900	1,061,000	1,078,000	
ARPU (SEK/Month)	143	146	146	144	145	
<b>Streaming Non-Nordics**</b>						
Revenue	122,128	135,885	146,110	240,044	235,064	226,000-231,000

Gross Profit	48,073	54,213	48,212	118,080		
Gross Margin	39.4%	39.9%	33.0%	49.2%		
Avg. Paying Subscribers	643,300	700,000	736,700	990,000	953,000	
ARPU (SEK/Month)	63	65	66	81	82	

\*Storytel Norway is included in the figures @ 100%. In the consolidated accounts, Norway is reported in accordance with the equity method.

\*\*Includes Russian operations which is being phased out.

*FNCA Sweden AB is the company's certified adviser. FNCA can be reached at [info@fnca.se](mailto:info@fnca.se) or +46 8 528 00 399.*

*This information is such that Storytel AB (publ) is obliged to disclose in accordance with the EU Market Abuse Regulation (EU nr 596/2014). The information was provided, through the agency of the below contact persons, at the time stated in this press release, by Cision.*

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**About Storytel**

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