



Storytel enters strategic partnership with CBB to accelerate growth in Denmark

Storytel, one of the world's largest subscription services for audiobook and e-book streaming, today announced a strategic partnership with CBB Mobil – a leading Danish provider of communications and entertainment services. The partnership launched on July 4 enables Mofibo as part of CBB's streaming concept CBB Mix, increasing Storytel's reach in one of its top ten markets.

“We are very pleased to have reached this partnership with CBB in Denmark. For Storytel, long-term partnership agreements are a key part of our growth strategy, where we together with excellent partners like CBB can join forces to create value for customers,” says **Johannes Larcher**, CEO at Storytel.

Mofibo is currently the largest distributor and reading platform for audiobooks and e-books in Denmark and has been part of Storytel since 2016. As a result of this partnership, Mofibo Basic will be part of the exclusive selection of premium services on CBB's streaming platform CBB Mix, available to both current and new CBB customers.

“We are excited to announce this partnership in the Danish market and welcome the CBB Mix customers to Mofibo, the leading audiotainment service in Denmark. Our platform includes more than 800.000 audiobooks, e-books and podcasts across genres like Fiction, Thrillers, Romance and Crime, to Self-Development and stories for children and youth, available anywhere and anytime,” says **Rasmus Lindstrøm**, Country Manager at Storytel Denmark.

CBB, founded in 2000, is a leading Danish provider of communications and entertainment services and has been part of Telenor Group since 2004. CBB Mix is CBB's streaming entertainment service concept with premium content from partner platforms.

“We are incredibly happy to be able to welcome Mofibo as part of CBB MIX. This gives us the opportunity to offer our customers a catalog of over 800,000 audio and e-books from the country's most popular service in the field, and it creates some diversity to our already existing selection of films, series, podcasts and music,” says **Nikolaj Boserup**, Managing Director at CBB Mobil.

FNCA Sweden AB is the Company's Certified Adviser.

For more information, please contact:

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About Storytel

Storytel is one of the world's largest audiobook and e-book streaming services and offers more than one million 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.

The streaming business within the Storytel Group is conducted under the brands Storytel, Mofibo and Audiobooks.com. The publishing business is managed by Storytel Books, and by the audiobook publisher StorySide. The Storytel Group operates in over 25 markets. The headquarters is located in Stockholm, Sweden.

About CBB

CBB Mobil is known for its low prices and high quality in customer service, network coverage and product range. Customers have a wide selection of subscriptions for mobile telephony and broadband to choose from, and since spring 2023 streaming has also been an integral part of the portfolio: CBB MIX is a flexible offer of entertainment for mobile customers via a collaboration with streaming services such as Mofibo. CBB has a strong tradition of satisfied customers and the company has recently won the Loyalty Award for the 4th consecutive year. CBB Mobil is an independent brand in the global Telenor group.