



Storytel
company
presentation



About Storytel

- Storytel was founded in 2005 as the world's first mobile streaming audiobook service.
- Storytel is the leading audiobook subscription streaming service in Northern Europe
- **We offer 600K+ audiobooks and e-books to over 1.5M customers in 25 markets** - and expect to launch the service in many new markets in the coming years.
- Storytel is a public listed company (Nasdaq First North) with a **market cap of circa 1.8 billion USD**.
- Storytel has **600 employees across the world**.
- **Audiobook publisher since 2013 through Storyside, a wholly owned publishing company**



Ljudbok i mobilen!



En ljudbok i din mobiltelefon. Läs och lyssna på böcker i din mobiltelefon. Läs och lyssna på böcker i din mobiltelefon. Läs och lyssna på böcker i din mobiltelefon.



A snapshot of Storytel in 2020

456 mil.

hours of
consumption

31

different
languages

85%

of the consumption is
in the local language

306 K

audiobooks

360 K

e-books

OUR MARKET REACH

NORDICS

Denmark
Finland
Iceland
Norway
Sweden

WEST

Belgium
Germany
Netherlands
Poland
Russia

LATIN / LATAM

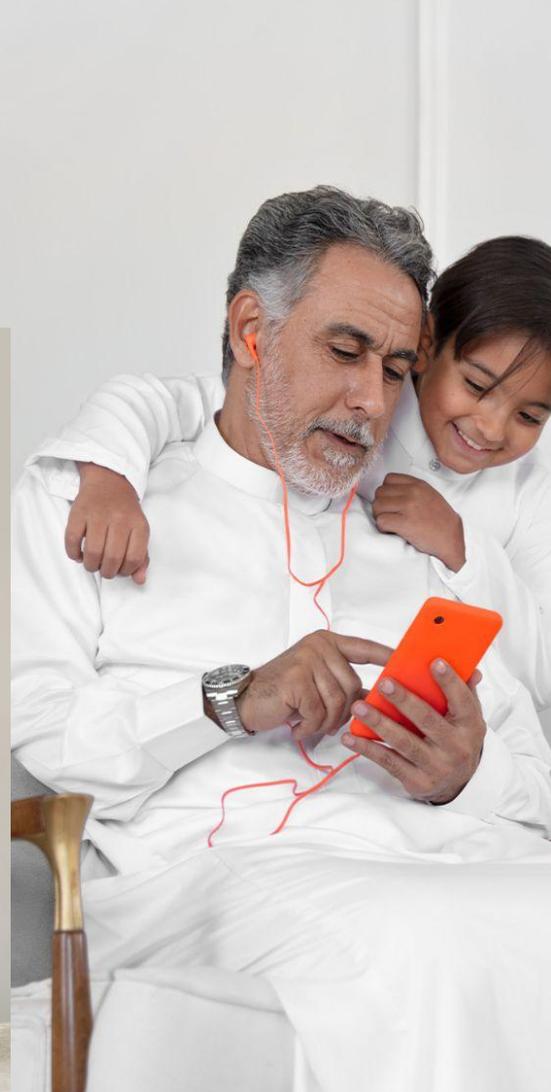
Brazil
Colombia
Italy
Mexico
Spain

EAST

Bulgaria
Israel
UAE
Egypt
Saudi Arabia
Turkey

APAC

India
Singapore
South Korea
Thailand



Storytel partnering with Spotify

Work in
Progress

Storytel partnering with Spotify – making audiobooks even more accessible for Storytel customers

Later in 2021, Storytel subscribers will be able to enjoy Storytel's library of audiobooks on Spotify by linking the two accounts.

The partnership with Spotify enhances Storytel's distribution and accentuates our vision of making the world a more creative and empathetic place by making stories accessible to anyone, anywhere and at any time.

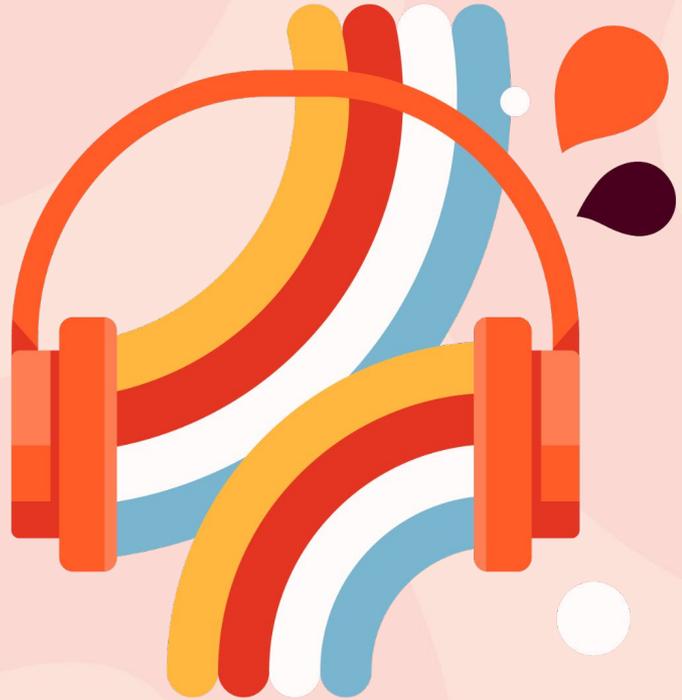
In practice, the partnership means that consumers who sign up for a Storytel subscription will be able to enjoy a world of stories and audiobooks not only via the Storytel platform but also on Spotify.



Building
a leading
global
content brand

Storytel Vision

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



What defines us?

VISION

Make the world a more empathetic and creative place with great stories to be shared and enjoyed anywhere and anytime.

MISSION

- Empower people of all ages to discover the world of stories by building an accessible and personalised storytelling experience using technology, insights and data.
- Empower people to unlock their creativity and share stories by connecting storytellers with a global audience.
- Provide meaningful context to people's lives by establishing Storytel as a sustainable brand synonymous with storytelling.
- Attract and develop exceptional people by nourishing a diverse workplace built on trust, innovation and collaboration.

Brand overview

Why

We exist to...

Empower people through stories.

→ Self-care

→ Self-development

→ Community

→ Relax
→ Laugh
→ Mourn
→ Sleep
→ Etc.

→ Learn
→ Perspectives
→ Understand
→ Empathy
→ Etc.

→ Shared references
→ Understanding others
→ Challenge status quo

How

We are going to achieve this by...

Connecting people with stories for all parts of life.

→ A life

→ Everyday life

→ Love, breakup, death, crisis etc.
→ Parenthood, career, education etc.

→ Sleep, working out, relaxing, learning etc.
→ Commute, cleaning, dishwashing, laundry, etc.

What

We are...

A global streaming service providing the right story at the right time.

→ Content

→ Technology

→ Curate
→ Create

→ Formats *audiobook, e-book, podcast, etc.*
→ Devices *smartphone, smart speaker, reader etc.*
→ Personalization *data-driven insights, AI etc.*

Tone of voice.

Lovers

We are in love with stories. They're the sole reason we exist as a company and the reason we come into work each day. We should be unabashed in sharing our feelings. The people need to know!

Avoid casting judgement or preference on any specific titles. We love them all equally, regardless of genre, author or prestige.

Glocal

We are a global brand with the insights and knowledge of a local one. We harness the power of our global resources but funnel them through a smart filter to make sure that we connect with every market.

Avoid the trap of becoming too one-dimensional. A smart steady mix of brand-level communication (to increase love and loyalty) as well as tactical (to drive sales) is what we're after.

Human

We aren't just a brand, we're a collection of human beings. People using their unique talents, opinions and ideas to make Storytel the best it can be. We should lean into our humanity, making sure that the human touch is felt in everything we make, say and do.

Avoid being too clinical or corporate even when delivering extremely tactical messages. Sure people are attracted to low prices and great offers. But they're even more attracted to warm feelings and good vibes.

Playful

Take one look at our identity and you'll realize that we like to play around. We add a sprinkle of humor and wit to everything we do, welcoming people into our world with our easygoing way.

Avoid going to child-like or goofy. There should still be a level of sophistication we bring to our premium brand.

Positive

We always look on the bright side, it's just who we are. Regardless of the topic, title or season, we always find a way to be light and inspiring in our tone. On the flip side, don't completely lose your wit or edge. We're not a greeting card company after all.

Avoid being sarcastic or overly ironic, and never make a joke at someone else's expense, especially not our competitors.

Leaders

We are on our way to becoming an iconic brand, recognized around the world for our innovative product and our inclusive approach to setting stories free for all to enjoy.

Avoid speaking too much about low, low prices. This takes the shine off of our premium product and makes us "one of many" instead of the leader we are.

Lovers

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STORYTEL FINLAND

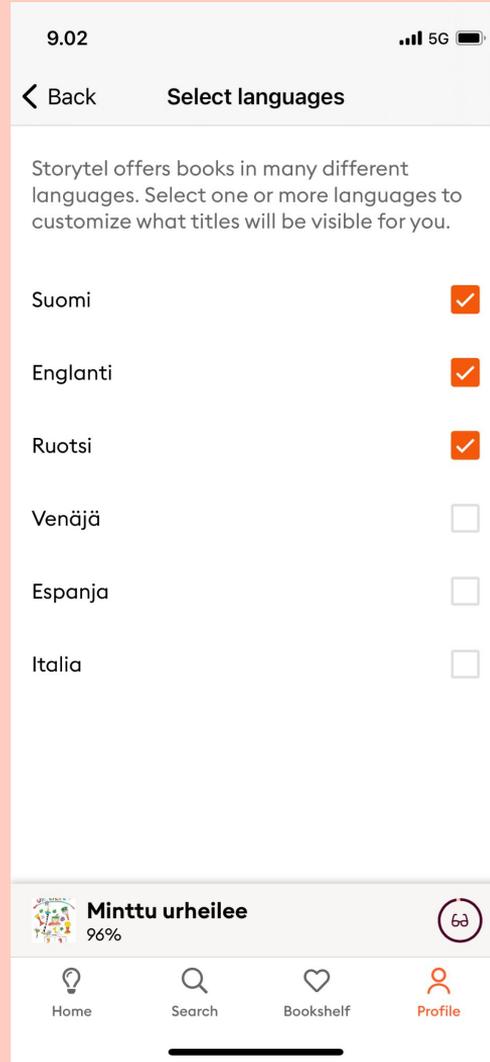


Local language approach

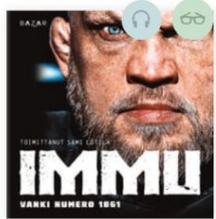
We always take a local approach to content.

This distinguishes Storytel from most competitors, we want to treasure the local culture and language, but equally important we want to make those stories available everywhere - to be able to be shared and enjoyed by anyone.

That is why we have our own produced **Arabic content** in our **Swedish local service**, or why we have our entire Turkish catalogue available in Germany, or why we are continuously investing for the long term, investing in own studios, producing audiobooks in countries where they do not yet exist, or invest in new exclusive Storytel Original content to build up an industry around the spoken word.



Suosituimmat



Immu - Vanki numero 1861



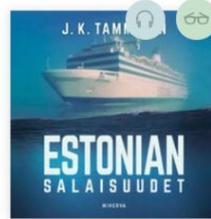
Oliivipuu



Mentalisti



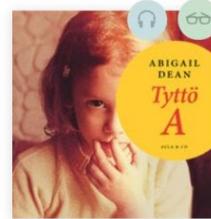
Saari



Estonian salaisuudet



Ex-poliisit - jaksot 1:
Sinkoisku, vieraana Kari

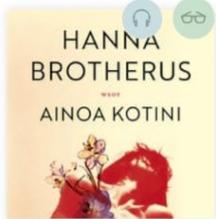


Tyttö A



Bridgerton:
Vastustamaton kiusaus

Nousussa nyt



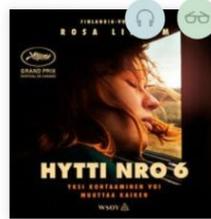
Ainoa kotini



2021-11-17



Barrikadeilta
pankkimaailmaan:



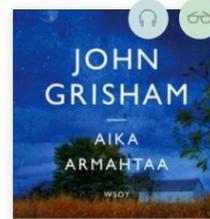
Hytti nro 6: Kohtaamisia
junassa



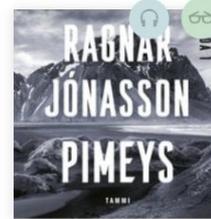
Rikosten Rauma



Agentti Sonja: Äiti,
sotilas, rakastajatar,



Aika armahtaa



Pimeys

Market insights



Insights - why

Strongest drivers to audiobook

When looking at the most potent drivers behind audiobook consumption, the emotional experience was found to be more important than the functional benefits. The act of listening to an audiobook is more immersive and intimate than reading, and research focusing on what triggers people to try audiobooks found three main factors: trialability, usefulness and companionship.

Trialability

Exploring new titles
and genres

Usefulness

Becoming a
better person

Companionship

A friend in your ear

User insight

Listeners are something else than readers

Audiobooks are something else than books, which is reflected in the different target groups. In Sweden, users of audiobook are more similar to podcast listeners than to book readers: they are younger, more curious and hunger for content. In the UK, research shows a similar pattern where downloads of audiobooks were particularly high among urban-dwelling males 25-44. Audible have also seen big growth in the 18-to-24 age group - a group that traditionally is not a strong book-buying group.

Meaning listeners have different behaviors and attitudes than readers, as they are not necessarily driven by an interest for books.

“Listeners are young and they are consuming more content than ever before. Many of today’s customers are listening from multiple platforms and the crossover between podcast and audiobooks listeners continues to grow in tandem”

Market insight

A rapid growth of audiobooks streaming

Audiobook and podcasting markets are growing far faster than the overall media and entertainment market. The global audiobook market will grow by 25 percent to US\$3.5 billion and that the global podcasting market will increase by 30 percent to reach US\$1.1 billion in 2020.

73M

Estimated listeners in the US

350M

Estimated listeners in China

500M

Estimated listeners globally



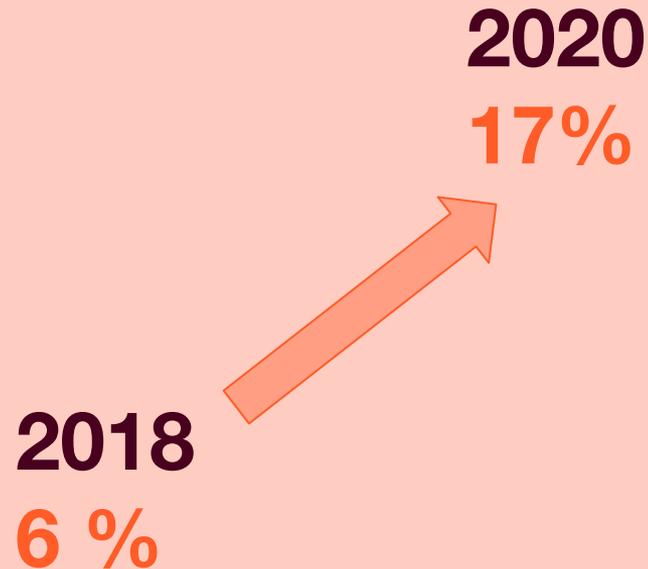
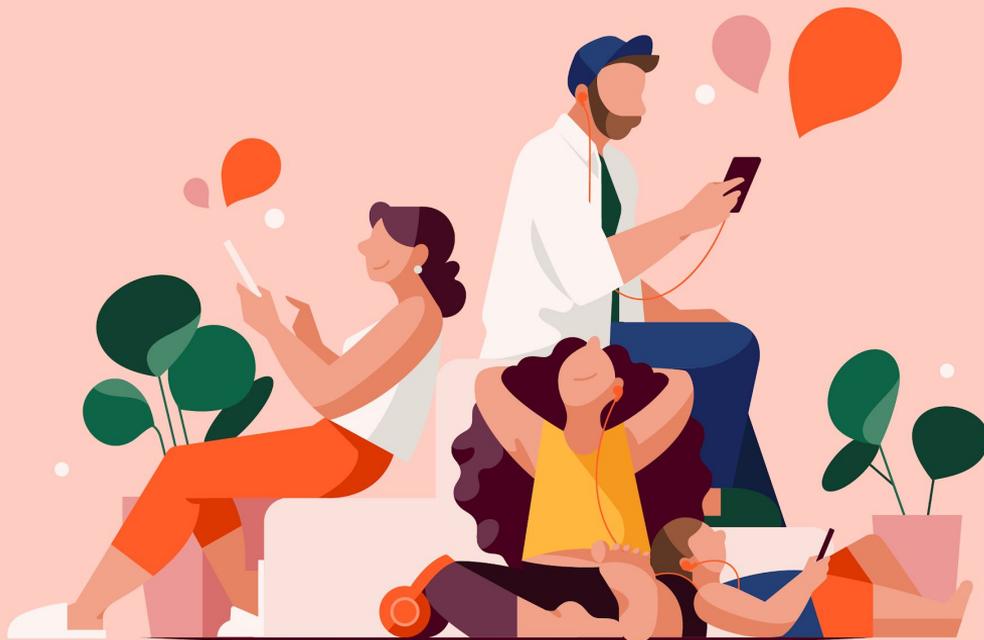
Audiobook listeners also read printed books. The formats complement each other and are part of the ecology of reading.

Wide selection and easy access for audiobooks helps to broaden general knowledge and explore new genres.

Many users read a lot at work. Listening to an audiobook may increase the ability to absorb additional information.



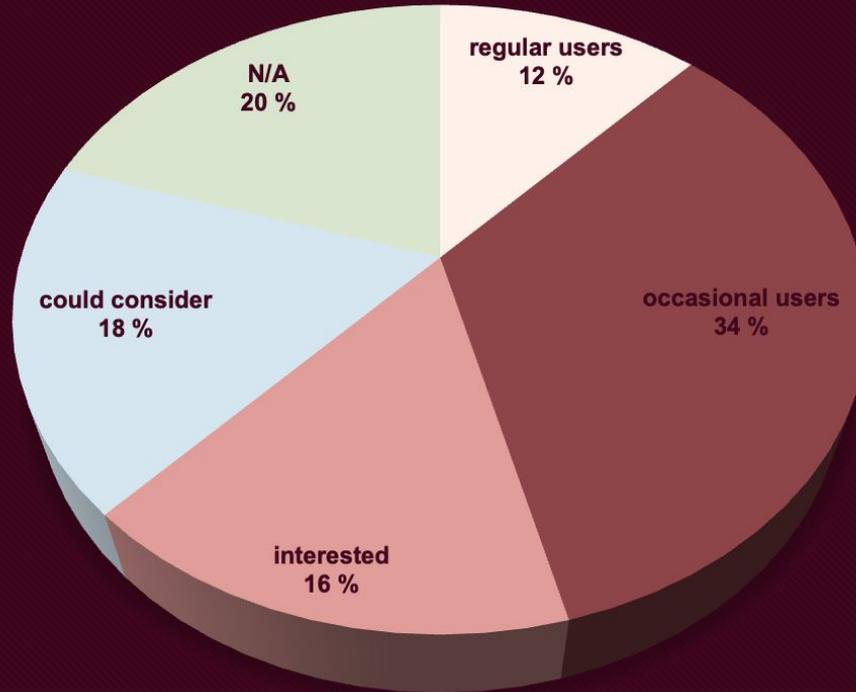
Consumer who have paid of reading / audio service within past 12 months



* Kirjakauppaliitto, 2021



Audiobook demand map



■ regular users ■ occasional users ■ interested ■ could consider ■ N/A



2020 audio book
sales grew

103%

2019 → 2020

40% of
all booksale is
digital

2020



Market grew with approx

345 000

people

2020



Covid-19 pandemic grew market especially

- Children's content
- Older audiences



BookBeat audible

elisa

KIRJA

an amazon company

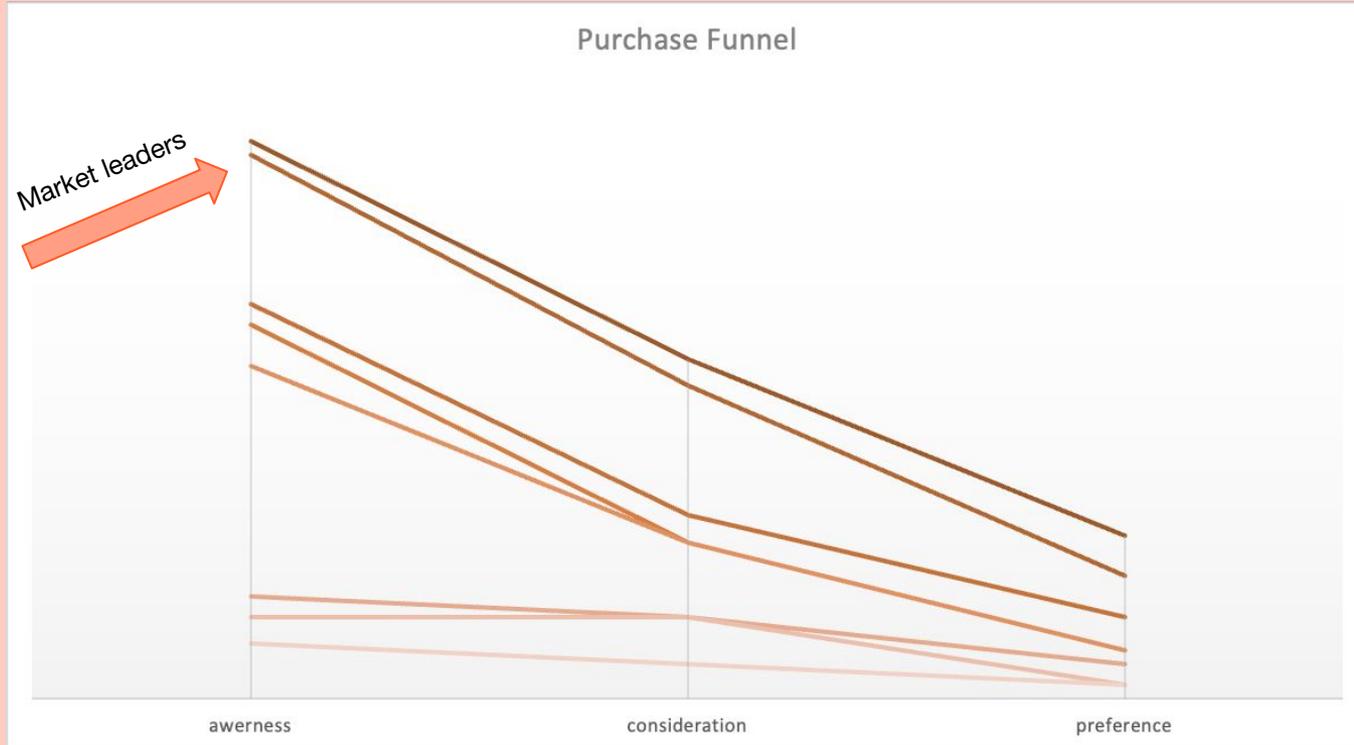
SUOMALAINEN *Plus*



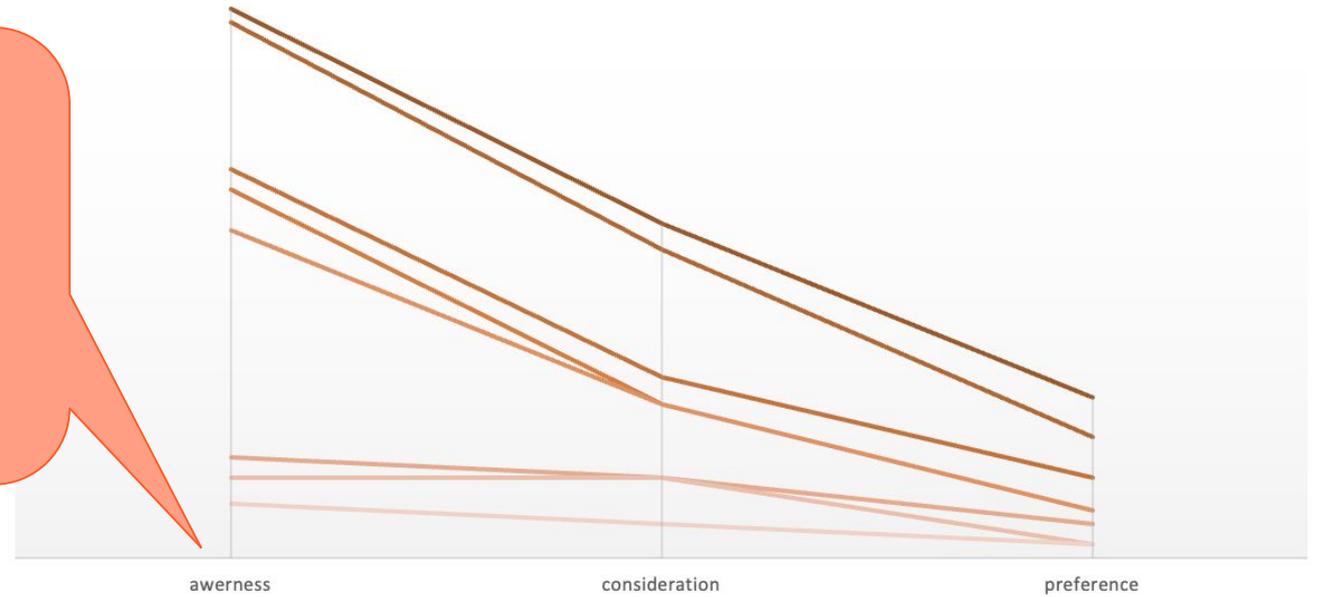
storytel

#2

- **Aided awareness high for two top players in the market**
- **Consideration and preferences of the different apps is much more crowded**



Purchase Funnel



**This is aided awareness -
Spontaneous awareness
needs more attention**

Highly competitive market

→ Price and offer wars

The screenshot shows the Lidl.fi website homepage. At the top, there is a navigation bar with the Lidl logo and the text "Hinta yllättää". Below this, there are several menu items: "Tarjoukset", "Valikoima", "Myymälät", "Lidl Plus", "Ajankohtaista", "Reseptit", and "Asiakaspalvelu". There are also icons for "Myymälät ja auktiolajat", "Sähköinen tarjouslehti", "Sosiaalinen media", and "Uutiskirje".

The main banner features a hand holding a smartphone displaying the Lidl Plus app. The text on the banner reads: "UUTTA APISSA: KUMPPANIEDUT LÖYDÄ LISÄETUJA ARKEESTI".

Below the main banner, there are six promotional cards:

- TELIA DOT**: Tutustu etuun äpissä. 30 € ostosrahaa Telia Dot -liittymistä.
- BookBeat**: Tutustu etuun äpissä. Kuuntele ja lue 45 päivää maksutta.
- mySafety**: Tutustu etuun äpissä. Nettivihavakuutus etuhintaan.
- KOTIMAAN ENERGIA**: Tutustu etuun äpissä. 60 € ostosrahaa sähkö sopimuksestasi.
- Nextory**: Tutustu etuun äpissä. Nauti äänikirjoista 3 kk puoleen hintaan.
- Nextory**: Tutustu etuun äpissä. Nauti äänikirjoista 60 päivää ilmaiseksi.

Why Storytel



Unique content strategy



In-app experience





storytel original

creating stories you want to hear



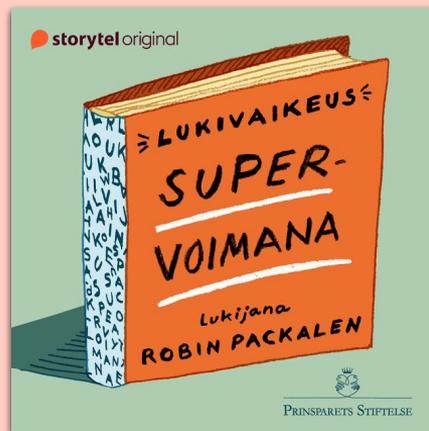
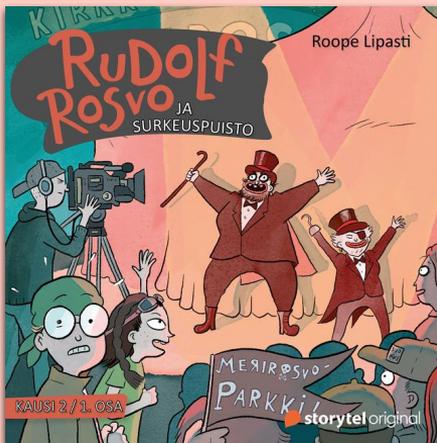
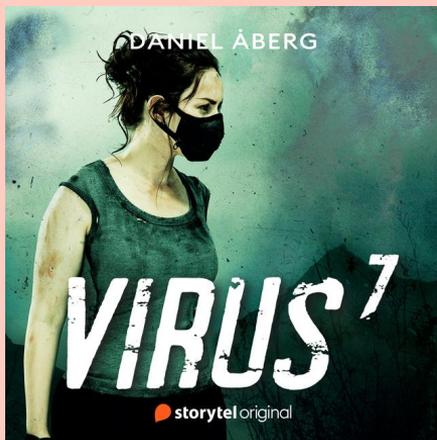
Tailor made for a specific audience



Audio first



Driven by compelling narratives





Other differentiation tools

Opiskelijat kuuntelevat nyt puoleen hintaan!

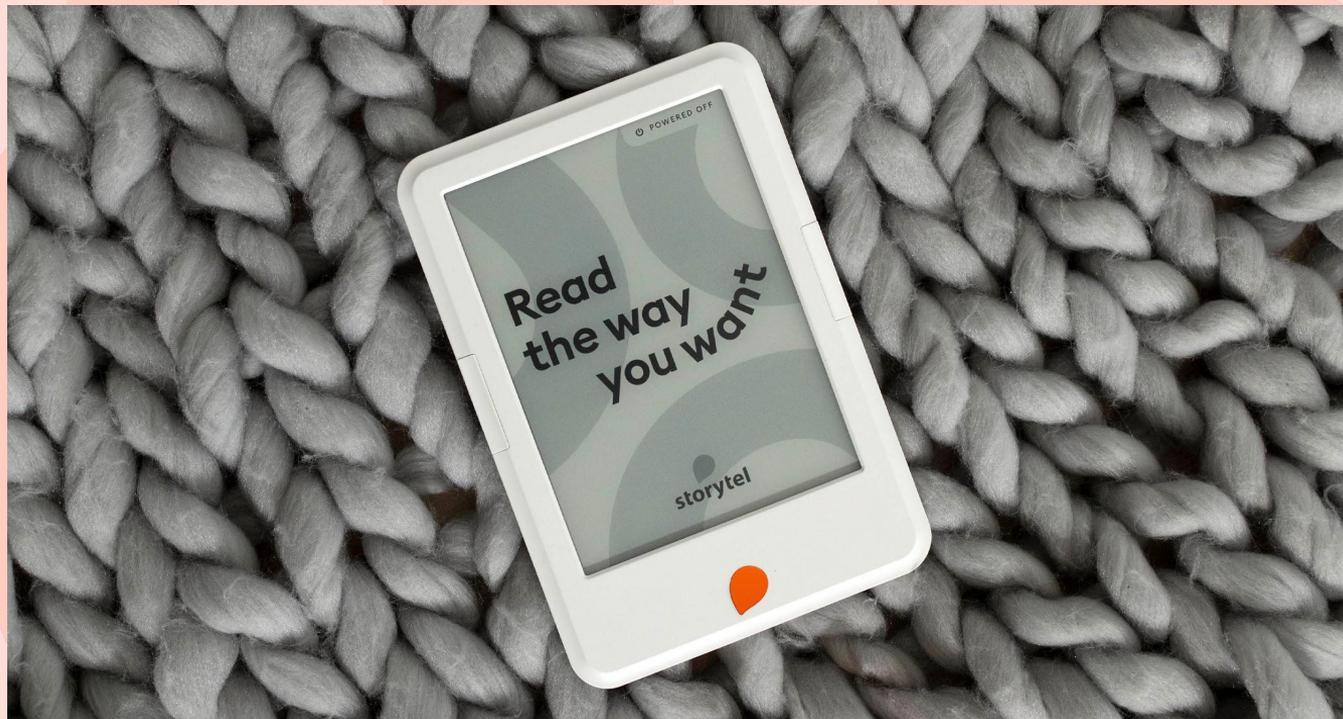
Nauti tarinoista Storytelin opiskelija-alennuksella. Vahvistamalla opiskelijastatuksesi korkeakoulussa saat -50% alennuksen Storytel Unlimited -tilauksesta. Kokeile 14 päivää ilmaiseksi!

Lue lisää



Other differentiation tools

Storytel Reader



Underused competitive advantages



Biggest in Nordics?



English language content



What do you think?





Target Audience

Main / Natural target group

Women who anyways read a lot

Challenge

Non- readers





Storytel is the top brand in Finland among regular audiobook users



25-54 year old women



50-85k yearly income



Prefer social media apps, online media and online radio



Listening among children has increased the most during pandemic



Overall consumption of children's book over 15% in 2020



Special Storytel Kids mode



Storytel Original content for kids also



High potential to grow into new demographics



Men, above 45 years who have not yet tried audiobooks



Prefer linear TV, but read news online and use social media

→ high potential to adapt a new habit!

Marketing @ Storytel

Marketing verticals

OFFLINE

ONLINE

SOCIAL MEDIA / INFLUENCERS

TRADITIONAL PR

EVENTS (Storytel awards yearly)

PARTNERSHIPS

CRM

Example campaign



Kokeile
30 päivää
ilmaiseksi

Aina löytyy
uusi tarina.

storytel

30 päivän ilmaisen kokeilun jälkeen tilaus jatkuu automaattisesti hintaan 16,99 € /kk.

Campaign message

**“There’s
always a new
story”**

Objective

→ **Improve awareness,
consideration and
especially preference
among main target
groups**

Marketing verticals

OFFLINE

- TV advertising
- Radio advertising
- OOH: Bus stops / railway stations, city centers, Holiday Club hotels,

ONLINE

- FB, GOOGLE + programmatic user acquisition

SOCIAL MEDIA / INFLUENCERS

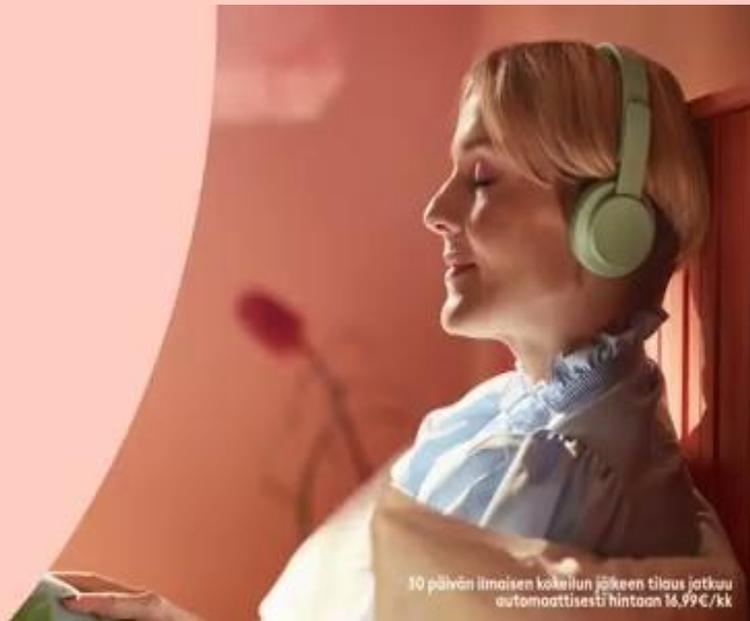
- Brand ambassadors /influencers

Content!



Kokeile nyt 30 päivää ilmaiseksi

Aloita kokeilu



10 päivän ilmaisen kokeilun jälkeen tilaus jatkuu automaattisesti hintaan 14,99€/kk

Kokeile nyt 30 päivää ilmaiseksi

Aloita kokeilu

30 päivän ilmaisen kokeilun jälkeen tilaus jatkuu automaattisesti hintaan 14,99€/kk



Uutta true crimea
vain Storytelissä.

storytel

Ilmaisen kokeilun jälkeen tilaus jatkuu automaattisesti hintaan 14,99€/kk



storytel

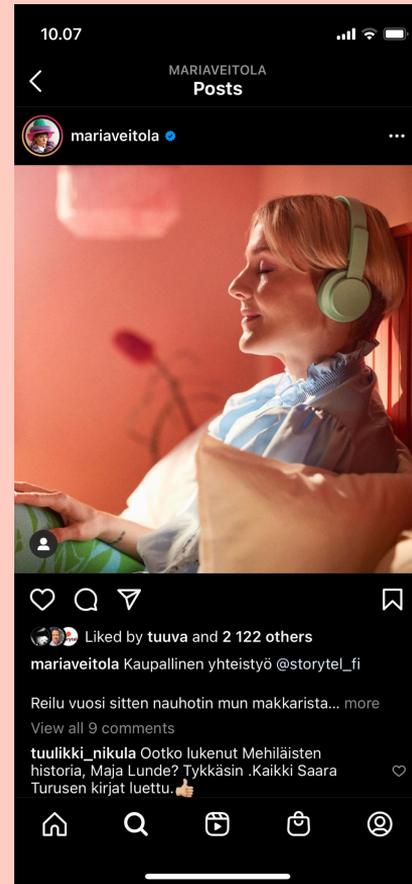
Ko
3
il

30 päivää
jatkuu a

Social media



Jako 4:
Hyvinkään paloittelumurha ja
Ilta-Sanomien Rami Mäkinen



FINALLY

Overall challenges

Differentiation



**Growth
as the
market is
growing**

40 days free trial

Best team will be awarded with giftcards for 6 months!

40 days free trial



**All videos are available at
Youtube / Storytel FI**

**More questions:
aino.greis@storytel.com**

And that's
our **story.**
The end.