

Storytel expands its library with thousands of international English-language audiobook bestsellers – now available for individual sales

The demand for English books is on a clear rise. Over the past years, interest in English literature has grown substantially and 40% of Storytel users under 35 say that they listen to or read English books. To address this demand and provide users with even more great stories to choose from, Storytel is pleased to announce the addition of thousands of audiobook titles available for individual sales, from the premium leading global publishers Penguin Random House and Hachette.

As of today, widely acclaimed audiobooks such as Prince Harry's memoir *Spare*, Dan Brown's *The Secret of Secrets*, James Clear's *Atomic Habits*, Schuyler Bailar's *He/She/They* and Erica Ridley's *My Rogue to Ruin* will be easily accessible for individual purchase directly in the Storytel app for users in Sweden, Denmark, and the Netherlands.

"We're thrilled to add these great English titles to our offering. These books have been highly anticipated and requested by our users for a long time. While all-you-can-eat streaming will remain our core business, we're delighted to now offer users the option to purchase these premium titles individually, directly in the app. With these catalogue additions, we continue to solidify our position as a leading platform in the audiobook and ebook market", says **Ronnie Hansen**, VP Business Affairs at Storytel.

Individual sales will supplement Storytel's core streaming model to make more English-language audiobook content available. Regardless if you have a Storytel subscription or not, you'll be able to purchase and enjoy titles from these publishers directly in the app. Titles will also be made available to purchase on storytel.com.

In recognition of their loyalty, existing Storytel users will receive a discount when purchasing an audiobook.

Growing appetite for English-language books among younger book lovers

As the younger generation continues to represent a substantial and growing segment of Storytel's user base, Storytel wants to cater to their growing preference for English-language content. According to a survey conducted among Storytel users, 40% under the age of 35 say they engage with books in English on a regular basis.

The new titles will roll out gradually to users in Sweden, Denmark and the Netherlands, starting today.

How to find and buy individual audiobooks on Storytel

1. Open the storytel app or go to storytel.com

2. Browse titles by pressing the “store” button in the “Home” view if you’re in the app* or *simply search* for the title you’re looking for.
3. Purchase the title directly in the Storytel app (or on storytel.com).
4. Start listening

3 recommendations from Storytel’s audiobook experts

1. The Secret of Secrets by Dan Brown

Dr Robert Langdon is back in the long-awaited next addition to the series that brought us *The DaVinci Code* and *Angels and Demons*. Featuring Brown’s signature twists and turns, this story is sure to be a firm favourite among thrillseekers and codebreakers.

2. Daisy Jones and the Six by Taylor Jenkins Reid

Now a smash-hit TV series, this riff on the lives of rockstars in 1970s LA is a sexy, emotional ride through the band’s conception, rise to success and dramatic split. Love triangles, betrayal, creativity and music are the heart of this furious lament on the price of fame and fortune.

3. Spare by Prince Harry

Narrated by HRH Prince Harry himself, the controversial royal tells his story in his own words. From life growing up in the glare of the global spotlight, to meeting the love of his life and moving away from official duty, this autobiography is a moving paean to finding oneself against all the odds.

** to access the content, the user’s App store country needs to be the same as in the Storytel store (country).*

Certified adviser

FNCA Sweden AB is the Company’s Certified Adviser.

For more information, please contact:

Stefan Wård, CFO & IR, Storytel Group

Tel: +46 73 182 01 43

Email: stefan.ward@storytel.com

Malin Lindborn, Head of Communications, Storytel Group

Tel: +46 735 33 17 70

Email: malin.lindborn@storytel.com

About Storytel Group

We are a storytelling company. Driven by our purpose - "Leading the future of storytelling, we move the world through stories" - Storytel Group inspires and entertains people around the world by blending innovation with tradition. We bring stories to life across various formats for everyone to discover. Anytime. Anywhere.

Storytel Group operates in two business areas: Streaming and Publishing. The streaming service is one of the largest audiobook and e-book services, offering more than 1.8 million titles, in 55 languages to more than 2.6 million subscribers under the brands Storytel, Mofibo and Audiobooks.com. Through the Publishing unit, we deliver high-quality stories from acclaimed authors across numerous genres via renowned publishing houses such as Bokfabriken, Gummerus, Lind & Co, Norstedts Publishing Group, People's and Storyside. The headquarters are located in Stockholm, Sweden.

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