

## Readly launches version for Windows Phone

**Readly International expands its potential user base with an additional platform for its digital reading service for magazines. The Readly app is now also available in a Windows Phone version.**

Since its start almost two years ago Readly has offered digital reading of a growing portfolio of national and international magazines. Today the service offers unlimited reading of close to 1 000 titles and 12 000 issues for a low fixed monthly price. Now the app is also available in a Windows Phone version, complementing the existing versions for iOS (Apple), Android, Windows 8.1 and Kindle Fire.

- We want to make digital magazine reading available to as many people as possible, says Per Hellberg, CEO of Readly International. Our “all-you-can-eat” subscription model with full access at a fixed low monthly cost is the basis for this, but at the same time it is important for us to be present on all major platforms and create partnerships in order to extend our reach. Introducing a Windows Phone version of the app in cooperation with Microsoft is a good example of this.

- We continue to see considerable interest in Windows Phone among both consumers and developers. The fact that Readly now makes its service available on Windows Phone is yet another confirmation of that, and we are extremely pleased to be able to include Readly in our range of apps, says Thomas Floberg, Business Group Lead for Windows and Surface in Sweden.

**For further information, please contact:**

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**About the Readly app**

Readly is a service that lets customers have unlimited access to hundreds of national and international magazines in one app. The service offers fast download and easy, intuitive use so that the reader can read magazines online and offline effortlessly. After a free two-week trial period, subscribers pay € 9.99 per month (in US \$ 9.99; in UK £ 9.99) for unlimited use. This price includes use of the service on up to five devices, allowing the service to be shared among the whole family so that everyone can read their favourite magazines online. Currently the service includes close to 1 000 titles, but the number of titles and issues available increases continuously; you can find the current selection at <http://www.readly.com>.

**About Readly**

Readly International AB, the company behind the Readly service, is a privately owned company headquartered in Sweden. Formed in 2012, Readly today has offices in Sweden, the UK, USA and Germany and a rapidly growing user base in more than 100 countries, making Readly the world’s leading digital platform for reading magazines online. For publishers, Readly represents both additional reader revenues and deep insights into reader behavior. The magazine version is available globally. In Sweden, Readly also offers a book version that lets readers experience the original print layout including images. This delivers an unrivalled digital reading experience for books where photos and illustrations are important, such as children’s books and cookbooks. Readly has also introduced a pilot version for newspapers.