

Readly goes onboard with SAS

Readly International is expanding its partnership programs and have teamed up with SAS Scandinavian Airlines as provider of digital reading services. SAS Eurobonus passengers will now be able to access Readly through SAS own app which is linked to Readly.

SAS Scandinavian Airlines will no longer offer paper-based onboard reading for their passengers. Instead, the focus is on digital reading, and there the members of SAS Eurobonus program will now be able to access Readly's entire catalogue of close to 1 000 titles and 12 000 magazines via SAS own app.

- SAS customers are becoming increasingly digital and we are continuously developing our app to meet their needs, says Eivind Roald, Executive Vice President Commercial, SAS. Our partnership with Readly and the increased choice in the SAS Newsstand and means we can offer a good digital solution where customers can also access a broad range of titles up to 22 hours before they travel. Our digital focus is the main reason we will discontinue printed newspapers at gates. The huge volume of printed newspapers at airports is also a challenge from a logistics and environmental perspective, adds Roald.

- 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 develop partnerships that extend our reach. Our new cooperation with SAS is an example of this, where SAS Eurobonus passengers now will have access to an extensive portfolio of quality magazines from ten countries.

For further information, please contact:

Per Hellberg, CEO Readly International AB
+46 70910 74 10, per.hellberg@readly.com

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.