

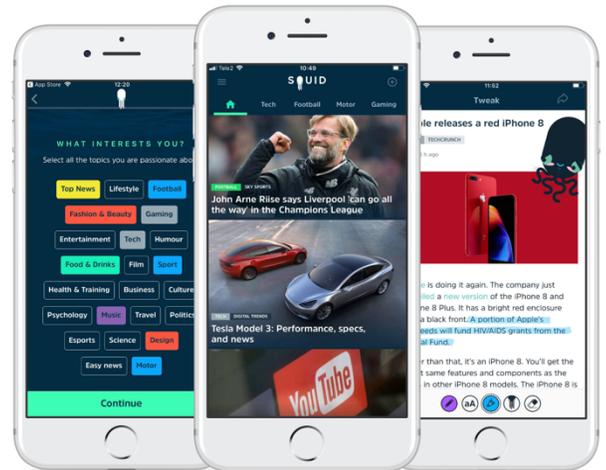


SQUID reaches one million downloads

STOCKHOLM - May 7th, 2018 - Njuice AB announces that SQUID App – the news app for millennials - has reached one million downloads. The app has now also added several new useful features on both iOS and Android, including sorting order of topics and blocking sources to personalise the app even further.

- SQUID has now reached 1,000,000 mobile app downloads
- New features on iOS and Android including sorting order of topics and blocking sources for increased personalisation
- Available in 10 different countries offering news in the local language
- SQUID App does not require any user registration and is free of charge

SQUID App wants to make relevant news easily available, offering a wide range of topics letting users select and create their own personalised and picture-centric newsfeed. It gathers news from the best sources on the web and allows users to take part of the latest happenings in the world and share them instantly with friends in social networks. What also distinguishes SQUID from all other news apps is the set of creative and highlighting tools, making the reading experience engaging and fun.



“SQUID is very excited to reach the one million download milestone” says Johan Othelius, CEO and Founder of SQUID App. “At the same time, we are adding new features, so our users can personalise their newsfeed in SQUID even more.”

About SQUID:

SQUID App is developed by Njuice AB, a media company based in Stockholm, Sweden. It is a fast-growing news media app targeting millennials in Europe. The company is growing its userbase with double digit numbers month on month. SQUID App is available for free in the UK, Italy, Poland, Spain, France, The Netherlands, Russia, Germany, Austria and Australia with an International and Catalan version as well. The app has received very good consumer reviews in Google Play Store and App Store and very positive coverage in media in all markets where launched. SQUID has been selected as one of the “Top 5 apps” in 2017 by Androidworld (NL). Furthermore, SQUID was announced as one of 13 winners in the annual Italian start-up competition CONFINDUSTRIA GI Startup Contest 2017. Find more information as well as the press kit on www.squidapp.co.

If you have any further questions or want to schedule an interview, do not hesitate to contact either Johan Othelius (CEO & Founder) or Emelie Dellby Svensk (Country Manager UK & International).

Johan Othelius CEO & Founder

Phone: +46 (0) 70-620 10 50
E-Mail: johan@squidapp.co
Skype: johanothelius

Emelie Dellby Svensk Country Manager UK

Phone: +46 (0) 76-344 63 33
E-Mail: emelie@squidapp.co
Skype: emelie.dellby.svensk

Download SQUID:

iOS: <https://itunes.apple.com/at/app/squid-your-news-buddy/id1064860074>

Android: <https://play.google.com/store/apps/details?id=co.squidapp.squid>

Get social with SQUID:

Facebook: <https://www.facebook.com/SquidAppUK/>

Twitter: <https://twitter.com/SquidAppUK>

Instagram: <https://www.instagram.com/squidapp/>