

## **Discover SQUID – The Future of Personalized News**

**Stockholm, Sweden – SQUID, the fast-growing news service app, is transforming how users consume news globally. Designed to target young millennials and Gen Z, SQUID provides a highly personalized and visually engaging news experience. SQUID Newsfeed is pre-installed on several world-leading Android phones, seamlessly integrated into their home browsers and the minus-one screen. With over 20 million active users in 60+ countries, SQUID bridges localized and global content, solidifying its position as a top choice for readers worldwide.**

SQUID curates a personalized newsfeed by collecting articles from a vast network of global and local publishers. Its advanced algorithm tailors content to each user's preferences, ensuring a unique and engaging experience, across a wide range of topics. SQUID also provides broad accessibility with its app available on Android and iOS platforms, and the SQUID Newsfeed pre-installed on world-leading Android devices. This integration powers SQUID's audience network, providing advertisers with the opportunity to reach engaged audiences all over the world.

SQUID streamlines access to news, and offers diverse content formats. Its SQUID Video platform features a curated news feed of vertical videos from trusted publishers and content creators, integrated within the app and partner browsers. Additionally, SQUID's podcast service provides instant, distraction-free access to thousands of podcasts across categories and languages, compatible with Apple CarPlay and Android Auto for seamless listening.

For publishers, SQUID represents a dynamic opportunity to expand reach, drive traffic, and unlock revenue streams through innovative advertising models.

For ad providers, SQUID maximizes reach across Android users in key regions and engages audiences in a brand-safe environment with good visibility and optimized performance.

### **About Squid App**

SQUID App (Njuice AB) is a media-tech company with headquarters in Stockholm, Sweden. SQUID is an established fast-growing news media app designed to target young millennials and Gen Z, providing a highly personalized and visually engaging news experience. SQUID Newsfeed is pre-installed on several world-leading Android phones, seamlessly integrated into their home browsers and the minus-one screen. Now, SQUID also provides an informative vertical video feed to these phones and in the SQUID App. Moreover, a podcast service for Apple CarPlay and Android Auto. With over 20 million active users in 60+ countries in Europe, Asia, South Africa, and Latin America, SQUID bridges localized and global content, solidifying its position as a top choice for readers worldwide.