



## myTaste app number one on Swedish App Store

Just a week after its launch, myTaste hit the top spot on the Swedish App Store's list of the most frequently downloaded Food and Drink apps. The app has also gradually climbed the overall list of apps and is now at number 30 (28 November, 08:00).

"It feels fantastic that in just a few days we've managed to get to first place in our category. We've had a really good start, and it's great to see so many users now discovering myTaste via their mobile. We'll probably see new behaviours in the app that we can learn from, allowing us to gradually develop increasingly honed mobile products," says myTaste CEO Aage Reerslev.

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### **About myTaste**

myTaste is one of the world's biggest social networks for food and cooking, with visitors from more than 50 countries. Our users discover, save and share 6 million recipes from more than 35,000 food blogs around the world. Read more about myTaste [here](#).

### **About 203 Web Group AB (publ)**

203 Web Group is a publicly traded Swedish media group operating sites in 50 countries. Read more about 203 Web Group [here](#).