

Raketech enters Latin America, Spain and Italy through acquisition of Spanish affiliate marketing company Infinileads S.L.

Raketech, the iGaming performance marketing partner, today delivered on yet another important strategic milestone by announcing the acquisition of Spanish based organic casino affiliation marketing company Infinileads S.L (“Infinileads”), with key assets Slotjava.es and Slotjava.it. Through the acquisition of Infinileads, Raketech takes position on several Latin American emerging markets such as Argentina, Mexico and Peru in addition to current Infinileads core markets Spain, Italy and Portugal. As a result of the acquisition, Raketech’s revenues within these regions are expected to reach approximately 5 percent of the group’s total revenues, in Q4 of this year.

The agreed purchase price amounts to EUR 4.5m on a cash and debt free basis which will be payable in two installments, EUR 2.5m as per Closing (31 July 2021) and EUR 2m as per 31 January 2022 with a possibility of additional earnout payments based on certain performance measures over a period of 24 months post Closing. The acquisition will have a positive cash contribution from Closing and the earn out is capped at a maximum of EUR 4m. The purchase price represents a multiple of approximately 3.8x EBITDA and 3x revenues on the current run-rate.

Infinileads offers an extensive Free-to-play casino game library driving high user engagement. Infinileads’s proprietary Free-to-play module is expected to bring synergies to Raketech’s Free-to-play portfolio in order to further accelerate gamification within Raketech’s product portfolio as well as opening the doors to additional revenues by offering relevant marketing solutions also to game providers and game studios. The founders of Infinileads will continue to be involved in the operations and use their know-how to support Raketech roll out additional products on new and existing markets over a period of 24 months.

Oskar Mühlbach, CEO of Raketech said: “With the acquisition of Infinileads, we significantly increase our geographical footprint, taking strong positions on the emerging Latin American market as well as Southern Europe. Infinileads scalable product portfolio aligns well with our scalable platform strategy and they have proven that with relative low investments and short go-to-market time, it is possible to take significant positions on emerging markets. I am very happy that with the help of the Infinileads team, we can continue to scale the Free-to-play concept to several new markets”.

The acquisition will as at closing be settled using Raketech's current cash together with funding from Raketech's credit facility. The acquired assets will be an integrated part of Raketech as of August 1.

For more information, please contact:

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This information is information that Raketech is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2021-07-19 15:30 CEST.

About Raketech Group

Raketech is a leading online affiliate and content marketing company, with expertise in delivering comparison services for sports and gaming, online guides, communities and social media products. Raketech guides sports and gaming enthusiasts to the best possible services, while also delivering high-quality traffic and leads to its partners. Raketech grows both organically and via acquisitions and operates its business in accordance with a clear framework for responsible affiliate marketing services. The company's shares are listed in Nasdaq First North Premier Growth Market with ticker RAKE. Erik Penser Bank AB is the company's Certified Adviser: +46 8 4638300 / certifiedadviser@penser.se. For more information, visit www.raketech.com.

Attachments

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