

Raketechn strengthens its position in the US with sport acquisition

Raketechn, the iGaming performance marketing partner, today announced the acquisition of the assets of A.T.S. Consultants Inc (A.T.S.), a leading tipster asset providing tailored pre-game insights for sports, with key assets [Winnersandwhiners.com](#), [Statsalt.com](#) and [Pickpapa.com](#). The pre-game insights are served to sports fans across the US by a dedicated team of experts located in Baltimore, US. As a result of the acquisition, Raketechn's US revenues are expected to reach up to 20% percent of the group's total already during Q1 2022. At the same time, Raketechn's sports segment is expected to reach up to 35% percent of the group's total.

The agreed purchase price amounts to USD 15.5m (EUR 13.4m) on a cash and debt free basis. The purchase price will be settled in a cash payment of USD 12m (EUR 10.4m) as per Closing and through an additional cash payment of USD 1m six months post Closing. The additional purchase price will be settled through issuance of new Raketechn (RAKE) shares amounting to USD 2.5m (EUR 2.1m). The number of Raketechn shares issued will be determined by the volume-weighted RAKE share price 30 trading days prior to the date of the Closing. Further, the issued RAKE shares will be subject to a lock-up of 36 months following completion of the transaction. The purchase price represents a multiple of approximately 6x EBITDA and 2.5x revenues for the last twelve months, with the possibility of additional earnout payments based on certain performance measures 36 months post closing.

The acquisition complements Raketechn's US asset portfolio and includes 20 employees in Baltimore. The business model which is based on user subscriptions and sale of picks (tips) will furthermore be complemented with all of Raketechn's existing marketing services such as traditional affiliation, media sales and CRM. The A.T.S. team will continue to operate from Baltimore, led by A.T.S. current CEO Jordan Abrams and form Raketechn's local office in the US.

Oskar Mühlbach, CEO of Raketechn said: "I am thrilled that we are able to follow up the latest acquisition of P&P Vegas Group with yet another strategically important acquisition in the US. This market is of specific interest to us as it is expected to grow substantially within the next years. And I believe that adding Raketechn's commercials and operational ability to the acquired assets is a great way to maximize this opportunity".

He continues: "I am also excited to have the talented A.T.S. team on board, and I am looking forward to combining our commercial models and to share technology and know-how between us. Furthermore, as Raketechn already offers sports insights and betting tips in the US, there are obvious opportunities to cross-promote and collaborate across our ecosystem of assets to provide even better service to the end user as well as even better marketing opportunities for our clients, the operators".

The acquisition will be closed no later than December 15th 2021 and be settled using Raketech's current cash together with funding from Raketech's credit facility.

For more information, please contact:

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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.

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 2021-11-09 10:00 CET.

Attachments

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