

PRESS RELEASE

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Catena Media acquires casino affiliate Newcasinos.com

Catena Media continues to strengthen its position as Europe's fastest growing company in lead generation, through the acquisition of Newcasinos.com and related affiliate assets.

Newcasinos.com is a fast-growing casino affiliate, specialising in reviewing and rating new online casinos. The business was launched in 2015 with the aim to update casino players with the latest trends and news. New Casinos' markets are mainly UK as well as Sweden and Norway and through its niche focus the acquisition will provide Catena Media with an opportunity for product segmentation. The acquired assets are expected to generate quarterly sales of about EUR 550.000 with an operating margin of around 80 percent. The underlying UK market is currently growing quickly, further strengthening Catena Media's position in regulated markets.

The transfer of the assets and payment is scheduled to take place no later than the 15th of July 2017. The purchase price amounts to an upfront payment of EUR 7.650.000, which is being paid as a cash consideration in conjunction with the transfer of the assets. In addition, there is an earn-out of maximum EUR 4.250.000, which is based on revenue performance over a period of 12 months. In a reasonably expected scenario with a total earn-out purchase price of EUR 3.25 million, the seller needs to generate revenue growth between 25 and 50 percent during the period.

"Catena Media has been in the forefront of the consolidation in the affiliate market and wants to keep a leading role. The company is predominantly focusing on larger assets since we are well positioned to capitalize on our size and growth. With this acquisition we are acquiring another successful online casino affiliate to complement and strengthen our portfolio. The sellers have demonstrated a solid growth and an interesting content offering. This is fully in line with our strategy of partly growing through acquisitions and continuing our solid growth story", says Robert Andersson, CEO of Catena Media.

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About Catena Media

Catena Media is a fast-growing online performance marketing and lead generation company within iGaming with portals like AskGamblers and RightCasino. The Group has established a leading market position through strong organic growth and acquisitions in its core markets. Catena Media was listed on Nasdaq Stockholm First North Premier in February 2016. By the end of 2016, the company's revenues reached more than EUR 40 million on a yearly basis. The Group was founded in 2012 and has today about 230 employees. The Group Head Office is situated in Malta. The company's certified advisor is Avanza.

About Newcasinos.com

Please visit:

www.newcasinos.com/online-2017/

www.new-casinos.uk/online-2017/