PRESS RELEASE

9 November, 2017

Catena Media enters affiliate marketing with focus on financial services

As part of Catena Media's growth strategy, the company is expanding its offering by entering a regulated vertical for affiliate marketing focused on financial services. This by acquiring all affiliate related assets in the Malta based company Beyondbits Media Ltd (Beyondbits), including Aktiendepot.com and Qomparo.de, among other sites.

Catena Media acquires all affiliate related assets in Beyondbits. Beyondbits carefully monitors developments on the financial markets, providing information and facts, as well as comparing and analyzing different investment and trading offers. This in order for clients to easier make decisions in the event of future trading. Beyondbit's portfolio includes Aktiendepot.com and Qomparo.de, among other sites. The business is primarily focused on the DACH region (Germany, Austria and Switzerland) and through the acquisition, Catena Media strengthens its presence in these regions.

The acquired assets are expected to generate quarterly sales of approximately EUR 750.000, with an operating margin of approximately 70 percent. Through the acquisition of Beyondbits, Catena Media will complement its current offering in Casino and Sports Betting, by also including comparison sites with a focus on financial services.

The transfer of the assets and payment of the purchase price is scheduled to take place before end of November, 2017. The purchase price amounts to an upfront payment of EUR 9.250.000, in which EUR 2.750.000 is paid with shares in Catena Media plc. In addition, there is an earn-out of maximum EUR 5.000.000, which is based on revenue performance of the acquired assets over a period of 12 months from completion date. The contract is agreed upon so that up to 50 percent of the earn-out can be paid with Catena Media shares.

In a reasonably expected scenario, with a total earn-out purchase price of approximately EUR 13.350.000, the seller needs to generate revenue growth of approximately 25-40 percent during the period.

"Through this acquisition, we are making a strategic expansion into a new and regulated vertical that has grown strongly and that we have followed during a long time. We are a market leader within lead generation and we see great opportunities to grow in the financial sector. The acquisition will complement our existing offering very well and fits perfectly into our organization and technology platform", says Henrik Persson Ekdahl, Acting CEO of Catena Media.

For further information, please contact:

Henrik Persson Ekdahl, Acting CEO
Phone: +46 706 91 43 43
E-mail: henrik.persson@catenamedia.com
www.catenamedia.com

This information is information that Catena Media plc is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on November 9, 2017 at 08:30 CET.

About Catena Media

Catena Media plc is an online performance marketing company that has established a leading position through strong organic growth and acquisitions. The business was started in 2012 and the group has approximately 245 employees in the US, Australia, Japan, Serbia, UK, and Malta, where the Head Office is situated. In 2016, revenues reached approximately EUR 40 million. The company is listed on Nasdaq Stockholm Mid Cap. Further information is available at www.catenamedia.com