PRESS RELEASE

15 March 2018

In strategic move, Catena Media hires top talent to head finance vertical in London

As previously announced, Catena Media will expand its business in the financial services sector in 2018. Its content-led services will be offered to companies looking to acquire customers in competitive product verticals within the financial services sector. Nigel Frith, former Global GM at FXcompared.com, has been appointed to lead this new business vertical.

Catena Media is now taking another step to deliver on its growth strategy. The new business line within financial services will be built through a combination of owned and operated brands and acquisitions, starting with the previously announced acquisition of all affiliate-related assets in the Malta-based company Beyondbits Media Ltd.

"This new business vertical is a key component of Catena Media's long-term strategic plan. We are pleased to have Nigel join us to lead the global growth of this business," says Henrik Persson Ekdahl, acting CEO of Catena Media.

The modern era of marketing and increased lead generation is changing the game for customer acquisitions. Attention scarcity is transforming buying behaviour, and optimised customer intelligence is key. With extensive product and implementation expertise, Catena Media's professional organisation utilises its passion and know-how to help customers maximise their digital presence.

Catena has a record of attracting top talent. Nigel Frith is no exception. His background in performance marketing and finance-related operations, combined with deep technological insight, makes him well-suited to spearhead the London enterprise. With proven ability as an entrepreneur and strategic performer, he will provide visionary leadership to drive growth and revenue in a highly competitive market. Operational infrastructure is already in place, providing economies of scale with an organisation fully mobilised to lead a new generation of online lead generation.

"I look forward joining the Catena Media team. The industry is rapidly changing, and I am convinced that Catena Media is extremely well-positioned to introduce its expertise, services and products to the financial services sector," says Nigel Frith.

Nigel will be taking up his new position on 23 April 2018 and will be based at the Catena UK headquarter in London, reporting to Catena's COO Johannes Bergh.

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The information was submitted for publication, through the agency of the contact persons set out above, on 15 March 2018 at 08.45 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 282 employees in the US, Australia, Japan, Serbia, UK, Sweden and Malta, where the Head Office is situated. In 2017, revenues reached approximately EUR 67.6 million. The company is listed on Nasdaq Stockholm Mid Cap. Further information is available at www.catenamedia.com