Press release

May 24, 2018

Catena Media makes strategic push into global forex with addition of ForexTraders.com

Catena Media plc is paving the way for its global ambition to become a leader in quality content generation, and subsequent lead generation, in financial services. The acquisition of Forextraders.com, Forexcharts.net and Forexindicators.net, alongside additional sites, lays the foundation for the global ambition within foreign exchange trading content and lead generation.

All of the sites will be used to create an ecosystem of quality content in the area of Foreign exchange as part of the Trade Finance vertical. This provides the opportunity to improve sites currently focusing on advertising so that they instead focus on lead generation. The acquired assets currently generate quarterly sales of about USD 250,000.

"Foreign exchange represents major trading volumes, both for professional and non-professional traders requiring reliable information - Catena Media has set-out to become the leader in this space."

Henrik Persson Ekdahl, Acting CEO

ForexTraders.com started in 2004. It is a foreign exchange trading Information site providing details of foreign exchange brokers, sign-up offers and useful information pertaining to the area of foreign exchange. Catena Media will extend this by adding premium content relating to various currencies, newsletters and instructional videos and newscasts.

The initial purchase price of ForexTraders.com, payable in conjunction with the transfer of the assets, amounts to an up-front cash payment of USD 4.08 million. In addition, there is an earn-out of a maximum USD 1.58 million based on revenue performance over a period of 12 months, and 50 percent of the earn-out may be paid in shares.

The expected total acquisition cost is USD 5.26 million, with the earn-out likely amounting to USD 1.18 million. In a reasonable anticipated scenario, with a total earn-out of USD 1.18 million, the sellers would need to generate revenue growth of between 30 and 40 percent over the period.

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About Catena Media

Catena Media provides companies with high-quality online lead generation. Through strong organic growth and strategic acquisitions, Catena Media has, since 2012, established a leading market position with approximately 300 employees in the US, Australia, Japan, Serbia, UK, Sweden and Malta (HQ). Total sales in 2017 reached EUR 67.6 million. The company is listed on Nasdaq Stockholm Mid Cap.

Further information is available at www.catenamedia.com