Press release

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catenamedia

Catena Media establishes position in Australian financial services vertical by acquiring premium stock market news and analysis site

Catena Media plc is acquiring the premium Australian stock market news and analysis site, TheBull.com.au together with other key sites, such as TheBull.asia and the domain FatCat.com.au. To build this brand and stay ahead of the competition Catena Media is also acquiring the video-focused sites LearnTrading.com.au and LearnCFDs.com, as well as similar domains, from the author Ashley Jessen, who has published books, articles and several videos on trading. The acquired assets currently generate quarterly sales of about AUD 100,000.

TheBull.com.au provides stock market analysis from Australia's leading finance journalists. Ashley Jessen (author of industry-leading book "CFD's Made Simple") will stay with the company and produce a variety of exclusive video content for Catena Media. The sites and IP rights acquired will be used to build an eco-system of quality written, video and audio content. In addition to the sites and domains, the lead-generating business model will be leveraged to improve on current revenue generation.

"Taking a great stock market news publishing site and adding video content, weekly market round-up pod and video-casts, as well as 'how-to' videos will be a powerful combination and a first for Australia."

Henrik Persson Ekdahl, Acting CEO

TheBull.com.au was started in 2006 by traders and is run by long-standing finance journalists with no ties to any financial services companies, associations, or any other listed or unlisted companies. It is now based in Melbourne, Australia. TheBull.com.au is a website providing stock news relating to the Australian stock market.

The initial purchase price of The Bull, payable in conjunction with the transfer of the assets, amounts to an upfront cash payment of AUD 0.9 million. In addition, there is a deferred payment after six months of AUD 0.25 million based on hand-over obligations being met. The purchase price of LearnTrading.com.au and related assets amounts to a maximum payment of AUD 0.1 million and includes the production of video content for Catena Media sites for one year.

For further information, please contact:

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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