

Catena Media acquires Wonko Media of Sweden

Catena Media consolidates its status as market leader in Sweden and continues to strengthen its position as Europe's fastest growing company in lead generation through the acquisition of the Swedish affiliate network Wonko Media AB. This is Catena Media's second acquisition within the space of one week.

Wonko Media was founded in 2010 and has since built a broad foundation of attractive portals and player databases in the online casino sector. The portfolio being acquired is expected to generate sales of about EUR 400,000 in the first quarter of 2016 and a pre-tax profit margin in excess of 85%. All revenue generated in March will accrue to Catena Media.

The purchase price for the acquisition amounts to SEK 32,000,000, which is being paid as a cash consideration in conjunction with the transfer of the assets. The assets and operation will be taken over immediately by Catena Media when the transaction has been completed. If the due diligence process continues as planned, this is expected to take place on 24 March.

"The market is extremely fragmented and we work continuously to identify attractive acquisition prospects that complement and strengthen our portfolio. Wonko Media has demonstrated an extremely high quality over a long period. In addition, the network is designed in such a way that allows us to easily integrate it into our technical platform. This acquisition consolidates our position," says Robert Andersson, CEO of Catena Media.

"I am pleased that we are selling what we have built up to Catena Media in particular. Their extensive industry expertise means we can be sure that our products will now continue to be developed in the best way possible," says Jonas Svensson, CEO of Wonko Media.

About Catena Media

Catena Media was founded in 2012 and is engaged in performance marketing and lead generation predominantly within the iGaming industry. The company thereby attracts substantial numbers of online players through various products and services and directs them to a number of B2B customers, mainly consisting of iGaming operators. Catena Media focuses primarily on customers who operate online casinos on their own websites. Customers typically use a network of marketing partners, known as affiliates, to promote their products and services and, thus attract more online players to their websites. iGaming operators remunerate Catena Media for each online player that it generates for the operator through such websites as www.johnslots.com/sv/ and www.rightcasino.com. Catena Media's core markets are Sweden, Norway, Finland, the Netherlands and the United Kingdom. The company has approximately 100 employees and its head office is located in Sliema, Malta.

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