

## **Catena Media strengthens management team**

**Catena Media has recruited Oscar Karlsten to a new position as Chief Product Officer (CPO). By expanding its management team, Catena Media is taking another step toward becoming Europe's fastest growing company in lead generation.**

Catena Media is adding another key skill to its management team, to optimise efforts in pursuit of the company's strategy aimed at combining organic and inorganic growth. Oscar Karlsten has been recruited to fill the new position of CPO.

Oscar Karlsten (35) joins Catena Media from the game developer Toca Boca, where he was responsible for cross promotion of the company's apps. Oscar has extensive experience from agencies and product companies. His previous roles included CEO of the full-service digital agency Avantime and Product Specialist at Google.

"It is extremely exciting to join Catena Media in the midst of such an expansive phase," says Oscar Karlsten. "To continue building on the platforms created thus far is incredibly motivating and I look forward to using my experience to raise the standard of the product portfolio even higher."

"I am extremely pleased to have added Oscar to our management team," says Robert Andersson, CEO of Catena Media. "It is crucial for us to have the best products in the market and to have the best people to develop these products. Oscar has an impressive skillset in product development in combination with technology. He will definitely be able to help us further hone our offering."

### **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/](http://www.johnslots.com/sv/) and [www.rightcasino.com](http://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.

### **For further information, please contact:**

Robert Andersson, CEO +356 770 329 28  
[www.catenamedia.com](http://www.catenamedia.com)

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