PRESS RELEASE

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Catena Media enters sportsbook segment
- acquisition of Spelbloggare.se and launch in the UK

Catena Media continues to pave the way in becoming the leading iGaming lead generation company through the acquisition of the essential assets in Swedish sportsbook affiliate Spelbloggare.se. The purchase price amounts to EUR 2.5 million, with an additional earn-out of maximum EUR 2.5 million. Catena Media has in recent weeks also launched its own sportsbook affiliate product in the UK. Together with the acquisition this implies that Catena Media enters the very large sportsbook segment – a new vertical for the company.

Catena Media acquires all affiliate related assets from the Swedish sportsbook affiliate Spelbloggare.se and the underlying technology. The current revenue run rate of the company is EUR 200 thousand per quarter with an operating margin around 70 percent. The acquisition will be effective from July 2016. The purchase price, of maximum EUR 5 million, consists of an upfront payment of EUR 2.5 million and an earn-out purchase price, based on revenue performance the first two years, of a maximum of EUR 2.5 million. For the maximum earn-out to be reached, the seller needs to generate a substantial revenue and traffic growth.

In May, Catena Media also started its own sportsbook affiliate product in the UK with the domain http://www.latestbettingsites.co.uk. The starting period showed great product potential. During this period around 20 percent of Catena Media's New Depositing Clients (NDC), related to Paid revenue, came from the new sportsbook product.

"It is with great enthusiasm I can announce that we have entered the very large sportsbook segment. For us this is a natural step in line with our vision in becoming the leading affiliate in the whole iGaming industry. Our own product combined with http://www.spelbloggare.se, which is a great product with a leading mobile and web presence, provides us with strong start both in UK and Sweden in this new segment. The timing of this acquisition and our own UK launch is also strategic, since we are looking forward to a summer with many major sports events. With this move we are starting our journey and dedicated efforts to become the largest affiliate, not only within casino but also in the sportsbook segment", says Robert Andersson, CEO of Catena Media.

"*We are delighted that Catena Media shares our view of the potential in the sportsbook market and our products. Catena Media is actively driving innovation and we look forward to assist in the effort to become a dominant force within the sportsbetting vertical in the coming years*", says Thomas Mäkitalo, the seller of Spelbloggare.se.

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About Catena Media

Catena Media is a fast growing online performance marketing and lead generation company within iGaming, founded in 2012. The Group has established a leading market position through strong organic growth and acquisitions in its core markets. Catena Media was listed on Nasdaq Stockholm First North Premier in February 2016. The has today more than 130 employees and the Group head office is situated in Malta. For more information, please visit www.catenamedia.com. Catena Media's certified adviser is Avanza Bank AB.