

PRESS RELEASE

1 December, 2016

Catena Media further strengthens its UK position – acquires casinouk.com

Catena Media continues to establish its strong and fast growing position in the European lead generation market within iGaming through another acquisition in the UK. The acquisition includes the website casinouk.com and all related assets. The purchase price amounts to EUR 10.6 million and will be paid upon completion.

The asset's current revenue run rate is around EUR 600.000 per quarter, with an operating margin of around 80 per cent. The generated revenues mainly come from the UK and strengthen Catena Media's position in regulated markets. The acquired assets will have a direct positive effect on Catena Media's search revenues as of the consolidation date on 1 December 2016.

After the transaction, that was signed on 30 November, Catena Media will integrate the assets of casinouk.com into Catena Media in order to utilize the synergies between the two operations.

"We are very pleased to make another strategic acquisition in the UK, a market where we have advanced our position considerably during 2016. The acquired assets of casinouk.com will make a great addition to our UK casino vertical, whereas our previous investments in the UK during 2016, including newly acquired [SBAT](#), have been more sportsbook related", says Robert Andersson, CEO of Catena Media.

For further information, please contact:

Robert Andersson, CEO, phone: +356 770 329 28, e-mail: robert@catenamedia.com
www.catenamedia.com

The information was submitted for publication, through the agency of the contact person set out above on December 1, 2016 at 07.30 CET

About Catena Media

Catena Media is a fast-growing online performance marketing and lead generation company within iGaming with portals like [AskGamblers](#) and [RightCasino](#). 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. By the end of the third quarter 2016, the company's revenues reached approximately EUR 34.0 million on a twelve-month basis. The Group was founded in 2012 and has today about 200 employees. The Group Head Office is situated in Malta. The company's certified advisor is Avanza.