

PRESS RELEASE

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Catena Media acquires casino affiliate newcomer of the year slotsia.com

Catena Media further 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 Slotsia.com and its related assets.

Slotsia.com is a fast growing Swedish focused casino affiliate that was founded in 2015, with the aim to become Sweden's premier free to play casino guide. Slotsia.com offers interesting news about the gaming industry, casino Top Charts and casino guides. The acquired assets are expected to generate sales of about EUR 300.000 in the first quarter of 2017 and a pre-tax profit margin more than 75%. The assets will be consolidated in Catena Media as of 1st Feb 2017.

The purchase price amounts to an upfront payment of EUR 3.575.000 which is being paid as a cash consideration in conjunction with the transfer of the assets. In addition, there is an earn-out of maximum EUR 5.0 million which is based on revenue performance over a period of two years. In order to achieve the full earnout amount, the sellers need to generate revenue growth in excess of 130 percent during the period.

"We work continuously to identify attractive acquisition prospects that complement and strengthen our portfolio. Slotsia.com has demonstrated a solid growth, with an interesting content offering. This acquisition consolidates our leading affiliate position in Sweden even further," says Robert Andersson, CEO of Catena Media.

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About Catena Media

Catena Media is a fast-growing online performance marketing and lead generation company within iGaming with portals like PlayNJ.com, SBAT, 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.