

# PRESS RELEASE

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## Catena Media enters German market – acquires a leading iGaming affiliate in Germany

**Catena Media continues to consolidate its position as Europe’s fastest growing company in lead generation through the acquisition of the essential assets in one of the leading iGaming affiliates in Germany. The purchase price amounts to EUR 3.5 million with an additional earn-out of maximum EUR 3.0 million. The acquisition implies that Catena Media enters the very large German market – the second largest in Europe.**

Catena Media acquires essential assets including domains, player accounts and social media accounts and intellectual property - from one of the leading German iGaming affiliates. The assets generated revenues of about EUR 375,000 during the first quarter 2016, with an operating margin of about 60 percent. The acquired domains and accounts focus only on organic traffic and will thereby have a direct positive effect on Catena Medias organic revenue as of the consolidation date of June, 2016. The purchase price, of maximum EUR 6.5 million, consist of an upfront payment of EUR 3.5 million and an earn-out purchase price, based on revenue performance the first year, of a maximum of EUR 3.0 million. For the maximum earn-out to be reached, the seller needs to generate a substantial revenue growth.

*“We are excited about this first step into the very large German market with great growth potential. As Germany probably will go through a phase of reregulation within the short- to mid-term, it is important for Catena Media to establish a strong platform in this market. This transaction is in line with our strategy to gradually move forward our position in regulated markets combined with geographic expansion and acquisitions”,* says Robert Andersson, CEO of Catena Media.

*“We are delighted that Catena Media shares our view of the potential in the German market and our products. Catena Media is actively driving innovation and we look forward to working together in the coming year”,* says the seller of the German affiliate.

For further information, please contact:

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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](http://www.catenamedia.com)*