

PRESS RELEASE

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Catena Media strengthens its financial services vertical by acquiring BrokerDeal.de

Catena Media plc ("Catena Media") is acquiring all affiliate assets in BrokerDeal.de, one of the leading financial lead generators in Germany.

German-based financial lead generator BrokerDeal.de was launched in 2011 in Munich and is today considered one of the top-five sites in financial services in Germany. The company is top-ranked in terms of search engine optimization ("SEO") with regard to several key financial terms. Through the acquisition, Catena Media strengthens its already leading finance affiliate position in Germany. The acquired assets currently generate quarterly sales of about EUR 300.000.

"This acquisition is of strategic importance to Catena Media. In November last year, we took the first step in entering a new vertical - the financial services market. Since then, we have acquired assets and staffed up our organization. We are now in a position to speed up this strategic initiative, and the acquisition of BrokerDeal.de demonstrates that this is happening right now," says Henrik Persson Ekdahl, Acting CEO of Catena Media.

BrokerDeal.de is mainly focusing on larger private investors and is therefore a great complement to Catena Media's earlier acquisition of the affiliate assets of Beyondbits Media, which included Aktiendepot.com and Qompar.de, among other sites.

"I'm proud to welcome BrokerDeal.de to the Catena Media family and I'm very glad that Michael Hinterleitner, MD of BrokerDeal.de, has decided to remain with the company following the acquisition. I believe this constitutes a solid foundation for continued growth and profitability," says Henrik Persson Ekdahl, Acting CEO of Catena Media.

The expected total acquisition cost is EUR 3.6 million with the initial purchase consideration amounts to an up-front payment of EUR 1.2 million, of which EUR 840 000 will be paid in cash, and the remaining EUR 360 000 in newly issued shares in Catena Media plc. Maximum acquisition cost is EUR 4.8 million, based on revenue performance over a period of two years. In a reasonable anticipated scenario, with a total earn-out payment of EUR 2.4 million, the sellers would need to generate revenue growth of between 25 and 80 percent during the period. Up to 30 percent of the earn-out may be paid with shares in Catena Media plc.

The shares will be issued at a subscription price of SEK 123,30 per share, corresponding to the volume-weighted average price for Catena Media's shares on Nasdaq Stockholm during a period of 30 trading days up to and including 10 April 2018. This means that a total of 30,061 shares will be issued, corresponding to approximately 0.06 percent of the shares and votes

in the company. The shares will be subject to a lock-up period of twelve months effective from the closing date of the transaction.

On 15 March 2018, Catena Media announced the appointment of Nigel Frith, former Global GM at FXcompared.com, to lead the new business unit, financial services vertical, from London.

For further information, please contact:

Henrik Persson Ekdahl, Acting CEO, Catena Media plc
Phone: +46 706 914343, E-mail: henrik.persson@catenamedia.com

Åsa Hillsten, Head of IR & Communications, Catena Media plc
Phone: +46 700 818117, E-mail: asa.hillsten@catenamedia.com

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About Catena Media

Catena Media plc is an online performance marketing company that has established a leading position through strong organic growth and acquisitions. The business was started in 2012 and the group has approximately 282 employees in the US, Australia, Japan, Serbia, UK, Sweden and Malta, where the Head Office is situated. In 2017, revenues reached approximately EUR 67,6 million. The company is listed on Nasdaq Stockholm Mid Cap. Further information is available at www.catenamedia.com