



Press release

17th November 2021

General Update: Moving towards a software-based affiliate creates efficiencies

Acroud AB (publ) announces that its continued investment in productivity, synergies and software tools is leading to a larger efficiency program being launched as of today with around 20 people being affected. The program is aimed at creating a cost saving of around EUR1.2M in 2022, while accelerating revenue growth in 2022 and beyond. This program will have a one-off cost in Q4 2021 of approximately EUR 200-250k.

Robert Andersson, CEO of Acroud, comments:

“This is a clear result of our strategy to become more effective and software-based while utilizing synergies. After multiple acquisitions, we have taken a big step towards being a more software driven affiliate, and have now identified cost synergies. This means that we are able to do more with less people. We expect to see the significant effects on EBITDA levels from this program in 2022 and onwards. A leaner, more agile company will keep a higher pace and will adopt quicker to changes. Our goal is always to keep a firm eye on our costs while accelerating our growth in line with our strategy.”

Responsible parties

This information constitutes inside information that Acroud AB (publ) is required to disclose under the EU Market Abuse Regulation 596/2014. The information in this press release has been published through the agency of the contact persons below, at the time specified by Acroud AB's (publ) news distributor Cision for publication of this press release. The persons below may also be contacted for further information.

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From August 2021 (Q221 Report) report Acroud has changed reporting and company language to English. This means that onwards press releases will only be communicated in English. However, Interim Reports and the correlated press releases will be issued in both English and Swedish, however the English version will supersede the Swedish version.

About ACROUD AB

ACROUD is a fast-growing global challenger that operates and develops +30 comparison and news sites within Poker, Sports Betting and Casino. In 2021, Acroud launched The Festival Series which is a competitive Sports Betting, Casino and Poker Experience taking place in different destinations in Europe. Acroud also offers SaaS (Software as a Service) solutions for the iGaming affiliate industry. In 2020 and 2021, a number of companies have joined the ride and thus several experienced individuals in the industry leads Acroud's journey to become "The Mediahouse of The Future". Our mission is to connect people, Content Creators (Youtubers, Streamers, Affiliates) and businesses. We are growing fast and is a leading global player in the industry with just over 90 people in Malta, Denmark and Sweden. Acroud has been listed on the Nasdaq First North Growth Market since June 2018.