

PRESS RELEASE

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Catena Media acquires the award-winning sports affiliate Bettingpro.com

Catena Media continues to grow its sports betting segment through the acquisition of Bettingpro.com and related affiliate assets.

The acquired business is a highly-regarded publisher of sports news, tips and betting advice across a number of different verticals, with a focus on acquiring leads for regulated UK and Australian iGaming partners. The business differentiates itself by publishing unique quality content written by experienced journalists. The acquisition also includes a wide range of premium domains, amongst other, footballtips.com, bettingpro.com.au, livetennis.com, racingtips.com and freespins.com.

The purchase price amounts to GBP 13.9 million whereas GBP 11.9 million will be paid upon completion of the transaction, and GBP 2.0 million to be paid six months after completion conditional upon a successful handover of the assets. The transfer of the assets and payment is scheduled to take place no later than end of July 2017.

The acquired assets are currently generating quarterly sales of about EUR 1.200.000 with an operating margin of around 55 percent, although Q3 is expected to be somewhat lower due to seasonality effects. About 80 percent of the revenues stems from revenue share contracts. About 90 percent derives from sports betting and about 10 percent from Casino. A vast majority of the revenue originates from licensed operators in regulated markets, which is a focus area for Catena Media.

The acquired business has previously engaged a team of 25-30 freelance journalists. After the acquisition, Catena will integrate such journalists into its own operations and thereby getting access to unique and valuable expertise.

"This is a perfect example of an acquisition in line with our global growth strategy. It's going to be a game changer within our sport segment, and we will be well positioned for an eventful 2018 which includes both Winter Olympics and World Cup in football. And, with the presence in Australia, we add another geographical market which we will use as a beachhead to grow our market shares in Asia Pacific.", says Robert Andersson, CEO of Catena Media.

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This information is information that Catena Media p.l.c. is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on July 4, 2017 at 08.00 CET.

About Catena Media

Catena Media is a fast-growing online performance marketing company, having established a leading position through strong organic growth and acquisitions. The company was founded in 2012 and has more than 250 employees in US, Belgrade, UK, and Malta, where the Head Office is situated. The company is listed on Nasdaq Stockholm First North Premier. In 2016 revenues reached EUR 40 million. The Certified Advisor is Avanza.