

PRESS RELEASE

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Catena Media acquires Japanese affiliate

Catena Media have entered into an agreement regarding acquisition of a Japanese affiliate and its related websites and assets, thereby continuing to strengthen its position in Asia.

The acquired assets are some of the highest ranked casino websites in Japan. The business differentiate itself by publishing unique quality content aimed at Japanese players.

The purchase price amounts to USD 5.5 million (about EUR 4.6 million), whereof USD 4 million will be paid upon transferring of the assets, and USD 1.5 million will be paid six months after completion of the transaction. The transfer of the assets and the initial payment is scheduled to take place in September 2017.

The operation of the acquired assets currently generate quarterly sales of about EUR 350 000 with an operating margin of around 80 percent. All revenues stem from revenue share agreements.

The acquired business, which started in 2006, has engaged a team of three full time employees, who will join Catena Media, and four freelance journalists. Furthermore, Catena Media will integrate its current Japanese domains into the newly acquired business, and thereby secure access to unique and valuable expertise.

"This is a good example of an acquisition in line with our global growth strategy, and we will be well positioned for future expansion in Asia", says Robert Andersson, CEO of Catena Media.

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About Catena Media

Catena Media 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 250 employees in the US, Serbia, UK and Malta, where the Head Office is situated. In 2016, revenues reached EUR 40 million. The company is listed on Nasdaq Stockholm. Further information is available at www.catenamedia.com.