

## PRESS RELEASE

25 April 2018

### **Catena Media acquires gg.co.uk. A well-positioned UK horse racing site**

Catena Media plc ("Catena Media") is acquiring gg.co.uk, a strategically important site in the UK, focusing on horse racing. Through the acquisition, Catena Media strengthens its position in the UK - entering a new territory within sports betting.

[GG.co.uk](http://gg.co.uk) is a strong and well-respected horse racing brand, with excellent SEO rankings, a wide product offering and content. It enjoys far-reaching recognition in the UK and further enhances Catena Media's other UK-based assets, such as BettingPro.com. The acquired asset currently generates quarterly sales of about GBP 150.000 per quarter.

*"Catena Media has a strong strategy for growth and an outspoken ambition to break into new online services. It is our firm belief that this small yet strategic and very well-known site enjoys vast opportunities for growth. Catena Media will be the partner that delivers on these opportunities,"* says Henrik Persson Ekdahl, CEO of Catena Media.

The initial purchase price, payable in conjunction with the transfer of the assets, amounts to an upfront, cash-only payment of GBP 2 million. The assets will be consolidated into Catena Media by June 2018.

#### **For further information, please contact:**

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

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

*The information was submitted for publication, through the agency of the contact persons set out above on 25 April 2018 at 12:30 CET.*

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