

20 January 2020

Catena takes lead in sustainable gambling with review site focusing on sustainable online casinos

Catena Media starts off the year by launching Playandsustain.com, a site ranking online casinos on how sustainable they are. Play and Sustain will take into consideration four different categories of sustainability of an operator:

- Carbon Footprint
- Charitable Causes
- Responsible Gaming
- Customer Service

“There is no doubt that the last years have seen an increased interest from consumers, investors, employees, governments and operators for CSR initiatives in the gambling industry,” says Johannes Bergh, Deputy CEO Catena Media. “With £14 billion yearly turnover in the UK alone, we expect this matter to become even more important.”

The idea of Play and Sustain came from Catena Media’s yearly internal Dragons’ Den-style entrepreneurship event, where Catena Media employees present innovations or business ideas to a jury. Analytics Manager Edward Zerafa proposed a site that would recommend online casinos based on their sustainability efforts.

“By aggregating CSR related information, consumers and other parties can make more qualified decisions on where to play, work and invest,” adds Bergh. “This initiative goes hand in hand with Catena Media’s purpose: to help consumers make decisions and solve problems.”

Play and Sustain will help players make informed decisions on which brands to choose based upon sustainability, and the efforts the brands are taking to protect players and help society at large. This is a win for all stakeholders in the industry – players, brands, investors, and all the employees working around the industry.

Play and Sustain was introduced by Nikola Teofilovic, General Manager of Catena Media Serbia, at the AskGamblers Awards in Belgrade on the 17th of January.

For further information, please contact:

Johannes Bergh, Deputy CEO Catena Media plc
Phone: +356 99583787, E-mail: johannes.bergh@catenamedia.com

Åsa Hillsten, Head of IR & Communications, Catena Media plc
Phone: +46 700 81 81 17, E-mail: asa.hillsten@catenamedia.com

The information was submitted for publication, through the agency of the contact persons set out above, on 20 January 2020 at 08.00 CET

About Catena Media

Catena Media provides companies with high-quality online lead generation. Through strong organic growth and strategic acquisitions, Catena Media has since 2012 established a leading market position with approximately 390 employees in the US, Australia, Japan, Serbia, UK, Sweden, Italy and Malta (HQ). Total sales in 2018 reached EUR 105.0m. The company is listed on Nasdaq Stockholm Mid Cap. Further information is available at www.catenamedia.com.