

7 January 2021

Catena Media appoints Göran Blomberg as interim CEO

Catena Media plc (Nasdaq Stockholm: CTM)

The Board of Directors of Catena Media PLC announces that Göran Blomberg has been appointed interim CEO of Catena Media. Mr. Blomberg has been a member of the board of Catena Media since 2019 and chairman since 2020. He replaces Per Hellberg who leaves the company today. A search process for a new permanent CEO will now be undertaken.

Mr. Blomberg will step down as chairman of the Board during his time as interim CEO. Øystein Engebretsen will serve as acting chairman during Mr. Blomberg's tenure as CEO.

“We are pleased to appoint Göran Blomberg as the new interim CEO of Catena Media. Mr. Blomberg has solid experience and brings more than 30 years of managerial experience to the role in public listed environment. This makes him a good fit with Catena Media for the transition period. The board also want to take this opportunity to thank Mr. Hellberg for his time with Catena Media.”

Øystein Engebretsen, INTERIM CHAIRMAN OF THE BOARD

Mr. Blomberg has been a member of Catena's board of directors since May 2019 and served as chairman since May 2020. Mr. Blomberg has more than 30 years of managerial experience, primarily as CFO of publicly listed companies, most recently at ICA handlarnas Förbund (ICA Retailers' Association). Mr. Blomberg has also served on the board of directors of a large number of public and private corporations.

Mr. Engebretsen has been a member of Catena's board since October 2018. Mr. Engebretsen is Investment Manager at Investment AB Öresund and board member of INSR Insurance Group ASA and Scandi Standard AB.

Catena Media scaled rapidly through an acquisitions-driven strategy between 2016 and 2018. The last two years the company has been going through a consolidation phase to integrate recently acquired assets. Concurrently with its asset consolidation, Catena Media has successfully entered the US and Japanese markets and developed the highly profitable AskGamblers product within the European market.

“Subsequently to strengthening the company’s financial position through a successfully executed rights issue of a hybrid bond in June we now will refocus on organic growth and potential strategic acquisitions. Additionally, we will improve operational efficiency through an enhanced focus on BI and AI to create an even more scalable business solution. McKinsey & Company has just been engaged to further accelerate this transformation process.”

Göran Blomberg, INTERIM CEO

“To execute and lead Catena Media through this transformation process The Board has commenced the search for a new CEO with relevant professional experiences and a track record of success to facilitate Catena Media’s shift into an even more profitable growth phase.”

Öystein Engebretsen, INTERIM CHAIRMAN OF THE BOARD

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About Catena Media

Catena Media has a leading position within online lead generation. The company has about 400 employees in US, Australia, Japan, Serbia, UK, Sweden, Italy and Malta (HQ). The company is listed on Nasdaq Stockholm. Further information is available at www.catenamedia.com