



PRESS RELEASE

Sliema, Malta October 27, 2015

## **Catena Media makes strategic acquisition of UK company, Right Casino Media**

**Catena Media continues to strengthen its position as one of Europe's fastest growing lead generation companies. With the acquisition of the UK company, Right Casino Media, Catena Media will increase its product offering to include the highly expanding pay-per-click (PPC) area.**

Right Casino Media, which is being acquired as a whole and changing name to Catena Media, is a London-based specialist company in PPC marketing based on a well-developed technology platform.

"The acquisition of Right Casino Media will add a new category to our product offering since it is active in the attractive PPC area. The company and its founder have extensive expertise in PPC, which will contribute many positive values to Catena Media," comments Catena Media's CEO, Robert Andersson.

Right Casino Media has grown significantly in 2015 with healthy profitability. For the first three quarters of 2015, the company's sales amounted to EUR 892,000, with a gross margin of slightly more than 55 percent. The company shows rapid growth and a strengthened position in the two primary markets in the UK and France. Catena Media will take over the office in London with ten employees.

"Catena Media's vision and ambition to drive development in lead generation in the iGaming industry is attractive to us. To be under their umbrella entails access to an infrastructure that will strengthen our position in the UK market, and also provide us with the opportunities to enter highly interesting growth markets," comments David Merry, Founder of Right Casino Media.

The purchase consideration amounts to a maximum of USD 9 million, of which USD 3 million will be paid on the date of acquisition. This will be followed by an annual amount connected to the company's financial performance in the coming two years. The variable amount may total a maximum of USD 6 million. The acquisition is deemed to contribute positively to Catena Media's net profits from the first year, excluding acquisition costs. The agreement was signed on October 23, and is scheduled to be finalized on November 1, 2015.

The acquisition of Right Casino Media is in line with Catena Media's growth strategy. Two smaller networks, Gambling Metropolis in Finland and La Luna Marketing in the Netherlands, were recently acquired.

"The acquisitions will strengthen our position in three important markets. We are working continuously to confirm our leading position in existing markets and to take the step into new ones. These acquisitions mean further advancement toward our vision of becoming the world's number one provider of high-value iGaming leads," says Robert Andersson.

**For further information, please contact:**

Robert Andersson, CEO, Catena Media

[robert@catenamedia.com](mailto:robert@catenamedia.com)

Mobile: [+35677032928](tel:+35677032928)

**About Catena Media**

Catena Media is one of Europe's most rapidly expanding profit-driven marketing and lead generation companies, operating in online gaming and primarily in online casino, with a focus on markets in Sweden, Norway, Finland, the UK and the Netherlands, with such websites as [www.johnslots.com/sv/](http://www.johnslots.com/sv/) and [www.mrbet.com/sv/](http://www.mrbet.com/sv/). The business concept is based on generating potential paying players to its business partners, primarily online gaming operators through a comprehensive product offering with a focus on high-quality content to attract potential players. The company has about 80 employees and has its registered office in Sliema, Malta. [www.catenamedia.com](http://www.catenamedia.com).

**About Right Casino Media**

Right Casino Media is a London-based company with ten employees that focuses on generating high-quality customers for diverse gaming websites. The main product is RightCasino.com, a comparative portal for online casinos that helps users to find a casino based on their needs and requirements.