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Raketech continues to strengthen its operations through acquisitions and by relaunching existing products

Raketech continues its growth journey and has acquired several Swedish casino assets, including leading casino affiliate site Casinofeber.se. At the same time, the company continues its focus on optimising existing products and has recently relaunched multiple products, including the flagship casino website Casinoguide.se.

Casinofeber.se has developed extensive expertise in search services for gaming fans and will strengthen Raketech's SEO offering in Sweden.

Michael Holmberg, Raketech CEO said: "Just as Raketech, Casinofeber works with some of the most distinguished operators in the market, and we believe the acquisition will complement our product portfolio in a great way. During the spring, we have intensified our M&A work, and also acquired the assets of Swedish-based company Mediaclever Sverige. Going forward, we are looking for strategic acquisitions that match our product mix and our growth plans."

During 2017, Raketech rolled out a new operational model that consists of three pillars; Core, Lab and M&A. Core continuously develops the group's existing products; Lab drives organic growth through developing new products internally or via joint ventures; M&A delivers complementary strategic acquisitions of products and assets.

The company relaunched several of its existing products during the spring as part of the Core initiative, including Casinoguide.se, Bettingsidor.org and Casinobonusar.nu.

Michael Holmberg added: "To optimise existing products is a central part of our strategy to drive organic growth. In addition to several relaunches, we also look to continue expanding our strong products to new geographic regions. The Lab enables us to expand our TV guides and sports communities into new markets. We also complement our diversified product strategy via social media, which creates a unique ecosystem to the benefit of our partners, the gaming operators."

For more information, please contact: press@raketech.com.

About Raketech Group

[Raketech](#) is one of Europe's leading online affiliate and content marketing companies with a passion for sports and gambling, based in Malta. Raketech was launched in 2010 with a purpose to guide users to the best possible services and deliver excellent results for our partners, with a vision to always be the first choice.

The long list of websites operated by the award-winning affiliate includes leading gaming websites in Sweden, Denmark, Finland and Norway. Successful brands include flagship casino website [Casinoguide.se](#), specialist sports betting portals [BetXpert.com](#) and [Betting.se](#), plus leading sports TV listing platform [TVmatchen.nu](#).