

Press release, October 1, 2019

Raketechnology recruits Måns Svalborn as new CFO

Raketechnology, a leading online affiliate and content marketing company, today announced that current CFO Andreas Kovacs has been appointed a new role as Director of Business Development, and Måns Svalborn will join as Chief Financial Officer (CFO). The purpose is to further intensify the implementation of the company's growth strategy. Måns Svalborn will join the company on November 11, and will initially work alongside Andreas Kovacs to ensure a smooth transition into the CFO role.

Måns Svalborn joins Raketechnology from the position of CFO at Credorax Bank, where he has been part of the Maltese bank's executive management team, and responsible for Financial Control and Financial Operations. Among previous positions, he has been Head of Group Regulatory Financial Reporting at Nordea, Group Finance Manager at Öhman Group and Senior Auditor at EY. Måns holds an MSc in Accounting and a BSc in Corporate finance, strategy and management.

Andreas Kovacs was appointed as Raketechnology's CFO ahead of the company's listing on Nasdaq First North Premier Growth Market, which was carried out in June 2018. Over the past year, he has headed Raketechnology's work to optimise its capital structure while also playing an important role in the company's efforts in M&A and market expansion. As Director of Business Development, he will fully focus on the execution of Raketechnology's growth strategy. Most recently, Raketechnology announced the acquisition of Casumba Media which will mark the company's establishment of operations in the Japanese market. Andreas will remain in the executive management team and continue to report to the CEO.

Michael Holmberg, CEO at Raketechnology said: "I am very happy to welcome Måns Svalborn as our new CFO. Måns is a highly skilled finance professional with relevant experience across reporting, accounting and audit which will be valuable in the continued development of our finance department. All in all, with Måns as new CFO and Andreas as Director of Business Development, I am confident that we are in a great position to continue building long-term shareholder value."

Andreas Kovacs said: "As CFO, my assignment was to prepare the company for the IPO and since then I have gradually focused more on Raketechnology's growth strategy and expansion work. This has become something of a passion, and I am happy to now be able to fully focus on this important task as Director of Business Development."

Michael Holmberg concluded: "Andreas has played an instrumental role in professionalising our finance department and built the foundation for our public disclosure as a listed company, while at the same time optimising the capital structure and working hard with potential M&A cases. As we are increasing the focus on geographical expansion and other growth initiatives, Andreas identified the need for someone to give this area its full attention. Given his experience, we believe it is optimal to have Andreas entering this role."

To ensure an efficient transition of the CFO role, Måns Svalborn will begin his employment at Raketech on November 11 and work alongside Andreas Kovacs until December 1 when he officially takes over as CFO. Andreas will continue to be the main investor relations contact for the company.

For more information, please contact Michael Holmberg, CEO, investor@raketech.com.

The information was submitted for publication on October 1, 2019, at 08:30 CET.

About Raketech Group

[Raketech](#) is a leading online affiliate and content marketing company, with expertise in delivering comparison services for sports and gaming, online guides, communities and social media products in primarily the Nordic region and the UK. Through some 20 flagship brands, Raketech guides sports and gaming enthusiasts to the best possible services, while also delivering high-quality traffic and leads to its partners. Raketech grows both organically and via acquisitions and operates its business in accordance with a clear framework for responsible affiliate marketing services. The company's shares are listed in Nasdaq First North Premier Growth Market with ticker RAKE. Erik Penser Bank AB is the company's Certified Adviser: +46 8 4638300 / certifiedadviser@penser.se. For more information, visit www.raketech.com.