



# M O B A N E T W O R K

## **M.O.B.A. Network acquires ResetEra.com - one of the world's largest gaming forums**

**M.O.B.A. Network has today acquired ResetEra.com, one of the world's largest gaming forum and community brands, which has great growth potential. With the acquisition, M.O.B.A. Network's portfolio expands its reach globally with approximately 60 million page views per month.**

ResetEra.com was founded in 2017 and has grown rapidly with a committed audience. Sales in the last twelve months (up to and including 31 August) amounted to approximately USD 700,000 with an EBITDA margin of approximately 80%. The purchase price amounts to USD 4.55 million and will be paid in cash in two tranches, where USD 3.55 million has been paid upon closing, and USD 1 million will be paid by 31 December 2021.

ResetEra.com's revenue is generated through ads and member subscriptions. M.O.B.A. Network sees significant opportunities to increase advertising revenue through a higher share of direct sales, implementation of new ad formats, and a long-term product development strategy. M.O.B.A. Network, therefore, estimates that ResetEra.com can grow sales significantly in 2022 while maintaining an EBITDA margin.

With ResetEra.com, M.O.B.A. Network gets a strong, global community brand and access to a very active discussion forum with over 45 million forum posts and about 55,000 members. The discussion topics on ResetEra.com are broad and cover all kinds of games and platforms such as consoles, PC, and mobile games, which expands the M.O.B.A. Network's position in the gaming industry. ResetEra.com's core values are "inclusivity and diversity," and the community sets high demands for approving membership. The core values and the high membership requirements are also essential to M.O.B.A. Network.

The operational team that runs ResetEra will continue to moderate and engage with the community and work with M.O.B.A. Network on future product development.

"We are very excited and proud to welcome ResetEra.com - one of the world's largest gaming forum and community brands - to our growing number of brands," said Björn Mannerqvist, CEO of M.O.B.A. Network. "ResetEra.com has great growth potential, and we see significant opportunities to develop ResetEra.com, continue to grow traffic flows, improve the sales development and extract synergies within the M.O.B.A. Group."

"ResetEra.com is another step in our strategy to grow through acquisitions and create more relevant communities with attractive, growing target groups that many companies

want to expose themselves to," said Björn Mannerqvist.

Westerlund Law has acted as advisor to M.O.B.A. Network in the transaction. Waugh Grant PLLC and WeBrokr LLC have acted as advisors to the seller.

This disclosure contains information that M.O.B.A Network AB is obliged to make public pursuant to the EU Market Abuse Regulation (EU nr 596/2014). The information was submitted for publication, through the agency of the contact person, on 14-10-2021 07:00 CET.

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M.O.B.A Network AB acquires, develops and operates gaming communities for the global gaming market. The company owns one of the world's largest networks in gaming communities, with 20 web-based global brands and the YouTube network Union For Gamers (UFG) with over 1,000 content creators. The company's business areas consist of advertising sales on the company's communities and video sales via the YouTube network.