



MTG increases ownership in global online video publisher Zoomin.TV

MTG has increased its ownership in Zoom.in Group B.V. (Zoomin.TV) from 51% to 100% by acquiring the remaining 49% of the company from Adversa Media Groep B.V., controlled by the current CEO and CFO of Zoomin.TV, who founded the company. MTG is paying a cash consideration of EUR 6.2 million for the shares and is also settling Adversa's EUR 11.3 million of shareholder loans to Zoomin.TV.

Zoomin.TV is a leading global publisher of online video content targeting Generation Z viewers. Headquartered in Amsterdam and with 16 offices on four continents, Zoomin.TV's global network of 3,500 freelance video journalists produces digital video content that generates around 3.2 billion views every month.

Zoomin.TV was one of the content providers chosen to support the launch of the [Facebook Watch video platform in 2017](#), and has also signed a [partnership with Tencent](#) to bring Zoomin.TV's content to viewers in China.

Jørgen Madsen Lindemann, MTG President & CEO: "Every day, Zoomin.TV delivers hundreds of videos from around the world that inspire Generation Z. These unique stories have made the company one of the world's largest online video publishers, and now we will work more closely with Zoomin.TV to reach even more of the world's most passionate audiences."

MTG acquired 51% of Zoomin.TV in July 2015 from Adversa and Evaluate AG, and the consideration for the remaining shares is in accordance with the previous agreements with Adversa.

The transaction will result in a preliminary non-cash net gain of approximately EUR 3 million, which will be reported within items affecting comparability in MTG's Q2 2018 financial results.

NOTES TO EDITORS

MTG (Modern Times Group MTG AB (publ)) is a leading international digital entertainment group and we are shaping the future of entertainment by connecting consumers with the content that they love in as many ways as possible. Our brands span TV, radio and next generation entertainment experiences in esports, digital video content and online gaming. Born in Sweden, our shares are listed on Nasdaq Stockholm ('MTGA' and 'MTGB').

Contact us:

press@mtg.com (or Tobias Gyhlénus, Head of Public Relations; +46 73 699 27 09)

investors@mtg.com (or Stefan Lycke, Head of Investor Relations; +46 73 699 27 14)

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