



Speqta signs cooperation agreement with leading Nordic media house Aller Media

Speqta ("SPEQT"), through its service Affilijet, has signed a cooperation agreement with the leading Nordic media house Aller Media, to manage performance-based marketing. The agreement initially means that Speqta will handle digital fast grower Dagbladet.no's investment in discount codes.



Dagbladet is one of Norway's largest News sites, exceeding 1,5 million unique readers daily. In the last quarter of 2019, Dagbladet's mobile traffic increased by 47,6% and the total increase in traffic including desktop traffic was 31,9%. The cooperation with Speqta's Affilijet initially gives Dagbladet access to a high-quality site that lists the best offers and discount codes on the Norwegian market. Within the framework of the agreement, over time, the parties' common goal is to extend this to more attractive verticals. First out in this cooperation is the discount codes.

Speqta's CEO Fredrik Lindros comments:

"We are very happy to work with a premium publicist, such as Aller Media and facilitate their digital transformation. It's a perfect match - we are experts at running high-quality comparison sites, that take advantage of the media houses' strong position in their respective markets, while they know editorial contexts, have strong brands and attractive reader groups. This will give us a stronger position in Norway, which will lift our Norwegian operations and increase our organic growth."

Today, through Affilijet, Speqta has similar cooperation with Expressen and Nettavisen. The cooperation with Expressen includes loans, credit cards, discount codes and games, while with Nettavisen, it includes loans, credit cards and discount codes. The agreement with Aller Media initially includes discount codes, but the parties intend, within the framework of the agreement, to develop other profitable verticals.

Aller Media's Commercial Director B2C, Ali Jeng comments:

"Aller Media is investing heavily in developing new commercial areas and looks forward to working with Speqta. The choice of a new commercial partner fell on Speqta, due to their unique expertise in SEO and specially developed technical platforms. We look forward to working together and have great faith that, together with Speqta, we will make great progress in our new commercial business area and be able to help lift us in several areas in the future!"

The revenues from the cooperation builds up over time, as traffic from above all search engines is gaining momentum. The partnership will begin in the summer of 2020, with revenues expected by the end of 2020 and to be more comprehensive in 2021. Affilijet is included in the segment Speqta Content & Comparison.

This information is such information that Speqta AB (plc) is obliged to publish in accordance with the EU Market Abuse Regulation. The information was submitted, through the agency of the contact person below, for publication on May 28, 2020 at 09:45 CET.

About Affilijet

Affilijet is Speqta's service that helps media houses create value in performance-based marketing. Affilijet accomplishes this, by providing high-quality comparison sites on its partners' websites, in the most integrated way possible, to create a natural user experience and maximize revenue opportunities. Affilijet also acts as an advisory and provides the best performance-based revenue opportunities for the media houses, to integrate into its other contextual environment on the main website.

For further information, please contact:

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About Speqta

Speqta offers the best performance-based lead generating platforms using data and AI and to grow organically as well as through acquisitions in new and existing markets. Speqta has two business areas Speqta AdTech and Speqta Content & Comparison. The company is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "speqt". The company's Certified adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se

