



Speqta's sale of Vinklubben has today been completed



As previously announced Speqta AB (publ) ("Speqta") has entered into an agreement with Viva Wine Group AB ("Viva") to sell the service Vinklubben by the divestment of all shares in the subsidiary Mytaste Food & Beverage AB (the "Transaction"). The closing of the Transaction has taken place today and the purchase price of approximately SEK 121.1 million (SEK 120 million on a cash and debt free basis) was paid in cash.

Vinklubben has a leading market position within performance-based wine marketing and offers wine distributors a platform for online marketing. In 2021 the revenue amounted to SEK 22.5 million and EBITDA of SEK 12.4 million excl. management fees. Vinklubben employs four full-time employees at the date of the Transaction. In Mytaste Food & Beverage AB the sites myTaste and Matklubben are also included.

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Viva is a leading Nordic wine group with a strong position on the European e-commerce market for wine. The company went public on Nasdaq's First North Premier Growth market in December 2021 and is currently growing rapidly internationally.

The CEO of Speqta, Fredrik Lindros, comments:

"We wish Vinklubben the best and good luck with their new owners, who we believe will be a good home for them to continue their growth journey. For the purchase price of SEK 120 million Speqta will continue to invest in Adtech, as previously communicated."

Speqta has previously communicated that the strategic review is finalized and that Speqta will solely focus on marketing for e-commerce and the AI-based bidding SaaS service Bidbrain. The divestments of the other businesses have enabled the amortization of all interest-bearing debts and resulted in a cash pool of approx. SEK 420 million. It was also communicated that given the financial position and the eCommerce focus, the board proposes a dividend to the Annual General Meeting of SEK 4.80 per share, amounting to a total of SEK 316 million.

The information in this press release has been released through the agency of the below person, to be published on April 1, 2022 at 14:00 CET.

For further information:

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About Speqta

Speqta is an Adtech company that offers traffic generating services in eCommerce using data and AI. The company has two services: The Affiliate network Shopello and the SaaS service Bidbrain, and 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

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