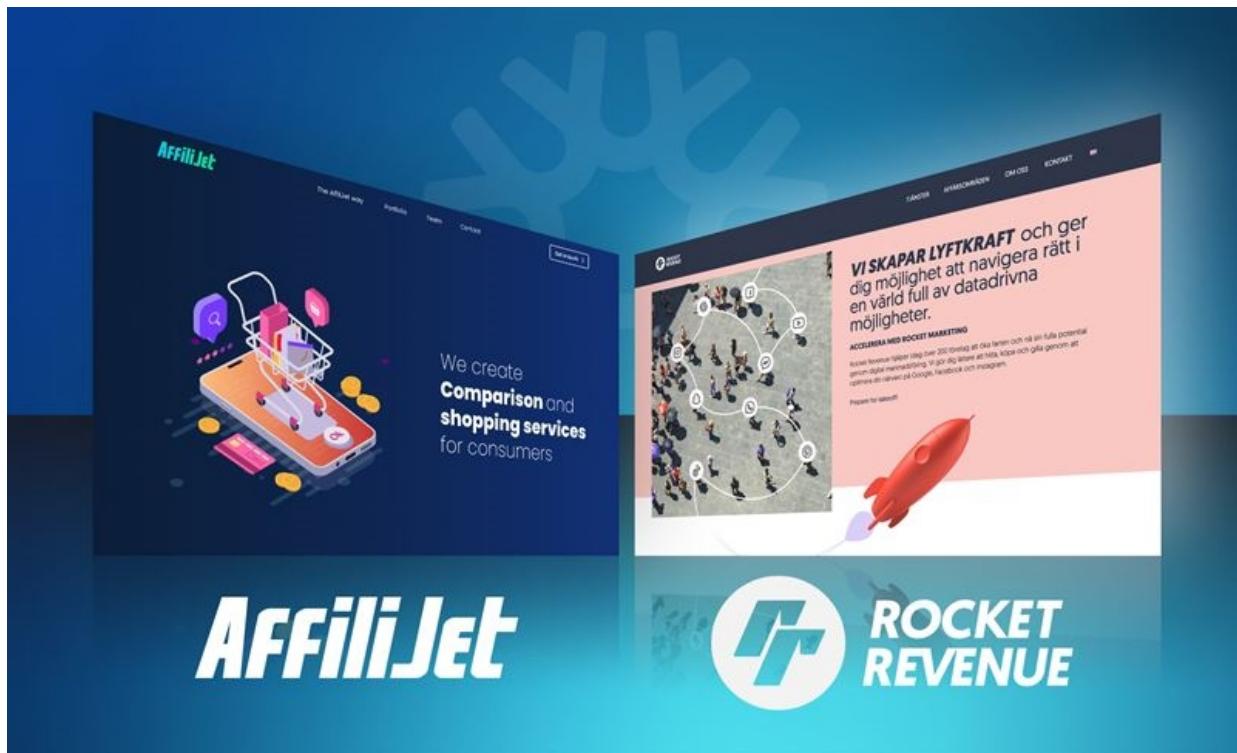




# Speqta is divesting Affilijet to Rocket Revenue for SEK 10 million cash



Speqta AB (publ) ("Speqta") has entered into an agreement with Rocket Revenue AB ("Rocket Revenue") to divest all shares in the subsidiary Affilijet Operations AB ("Affilijet"). The purchase price is approximately SEK 10 million on a cash and debt-free basis, and will be paid in cash in connection with the closing. The transaction is expected to be closed at the beginning of July 2022.

Speqta is divesting Affilijet to Rocket Revenue for SEK 10 million on a cash and debt-free basis. The purchase price will be paid in cash at closing which is expected to be at the beginning of July 2022.

Affilijet has a leading affiliate market position within comparison sites online and is specialist in SEO (Search Engine Optimization). Affilijet's largest business is to operate comparison sites for unsecured loans, credit cards, discount codes and electricity agreements through media house collaborations like Swedish Expressen, part of Bonnier news, (e.g. <https://lanapengar.expressen.se/>), Norwegian Nettavisen (e.g. <https://www.nettavisen.no/kredittkort/>), Norwegian Dagbladet and Finnish Ilta-Sanomat. Affilijet currently employs seven employees, including one on parental leave. In Affilijet Operations AB, Outletsverge and Kampanjjakt are also included.

Rocket Revenue is one of the Nordic region's fastest growing digital marketing companies, supporting over 150 customers to drive profitable growth via Paid Social, Google and other digital platforms. The company has been around since 2015 and has approx. SEK 150 million in sales before the acquisition of Affilijet.

#### **Rocket Revenue's CEO Tobias Nissen comments:**

*"Rocket Revenue's driving force is to constantly develop our offering to help our customers optimize their marketing and growth. With the Affilijet team, we not only get our own brands and deep collaborations with media houses in the Nordic region, we also get a strong team that really knows SEO, which is an important component in our customers' development journey."*

#### **Speqta's CEO Fredrik Lindros comments:**

*"Affiljet has the last year expanded to multiple collaborations with media houses and gained positions in rankings of highly competitive keywords. The team is skilled in SEO and I'm happy that they will continue their journey at Rocket Revenue. For Speqta this divestment is a part of the strategic review that was communicated in March 2022."*

The information was submitted for publication, through the agency of the contact person set out below, on June 28, 2022, at 19:00 CEST.

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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](mailto:ca@vhcorp.se).