

PRESS RELEASE

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Catena Media acquires UK-based affiliate assets – strengthens and diversifies its position within Paid media by adding social media advertising

Catena Media continues to establish its strong and fast growing position on the European lead generation market within iGaming. Through the acquisition of SBAT, a UK-based social media sports news, betting and tips website, Catena Media will strengthen its focus on sports as well as its social media know-how. The purchase price amounts to an upfront payment of EUR 3.2 million with an additional earn-out of maximum of EUR 10.5 million.

Catena Media acquires the essential assets including website, technology and 15 employees from SBAT's founder Gary Gillies. The assets current revenue run rate is around EUR 400.000 per quarter, with an operating margin of around 55%. The generated revenues come from the UK and strengthen Catena Media's position in regulated markets. The acquired domains and accounts focus both on paid and organic traffic, and will thereby have a direct positive effect on Catena Media's Paid and Organic revenues as of the consolidation date 7 October 2016. The earn-out purchase price of maximum EUR 10.5 million is based on revenue performance over a period of two years, and the targets are aggressive in nature. In a reasonably expected scenario with a total earn-out purchase price of EUR 4.5 million, the seller needs to generate revenue growth between 150 and 200 percent during the period.

After the transaction, Catena Media will integrate SBAT within Catena Media UK in order to utilize the synergies between the two operations.

“We are very pleased with this strategic acquisition as it strengthens and diversifies our Paid media position, as well as our social media capabilities. The focus on sports and regulated markets, and its exciting product portfolio is a perfect fit. SBAT will complement our existing operations with strong potential synergies, at the same time as we continue to diversify our revenue base”, says Robert Andersson, CEO of Catena Media.

“We are really looking forward to become part of Catena Media as this is a company that is actively driving innovation and that is in the forefront within lead generation. We really look forward to work together”, says Gary Gillies, founder and CEO of SBAT.

For further information, please contact:

Robert Andersson, CEO, phone: +356 770 329 28, e-mail: robert@catenamedia.com
www.catenamedia.com

This information is information that Catena Media p.l.c is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, on October 4, 2016 at 08.00 CET.

About Catena Media

Catena Media is a fast growing online performance marketing and lead generation company within iGaming. The Group has established a leading market position through strong organic growth and acquisitions in its core markets. Catena Media was listed on Nasdaq Stockholm First North Premier in February 2016. By the end of the second quarter 2016, the company's revenues reached approximately EUR 27.0 million on a twelve-month basis. The Group was founded in 2012 and has today more than 150 employees and the Group Head Office is situated in Malta.