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Press Release

18 February 2016

## **Exercise of the over-allotment option in Catena Media**

**Malta — 18 February 2016 — Further to the announcement by Catena Media plc ("Catena Media" or the "Company") on 11 February 2016, Catena Media today confirms that, in connection with the initial public offering and listing of its shares on Nasdaq First North Premier (the "Offering"), Carnegie (the "Global Coordinator") has exercised the over-allotment option in full in respect of 3,858,350 existing shares in Catena Media.**

In connection with the Offering, Optimizer Invest Ltd, Pixel Wizard Ltd and LJFK Ltd granted the Global Coordinator the option to purchase up to 3,858,350 existing shares of the Company for the purpose of covering over-allotments of shares in the Offering (the "Over-allotment option"). The Global coordinator has today exercised the Over-allotment option in full.

After the exercise of the Over-allotment option, Optimizer Invest Ltd, Pixel Wizard Ltd and LJFK Ltd will hold approximately 16.0%, 8.0% and 6.5% respectively of the total number of shares in Catena Media<sup>1</sup>.

No price stabilization activities have been carried out since the listing, and due to the Company's share price performance, the Global Coordinator has decided to end the stabilization period.

### **About Catena Media**

Catena Media was founded in 2012 and is engaged in online performance marketing and lead generation and is almost exclusively active within the iGaming industry. The group thereby attracts users from multiple online and mobile channels and directs them to the group's B2B customers mainly consisting of iGaming operators. The group focuses on the iGaming industry, and primarily on iGaming operators who operate online casinos on their own websites. iGaming operators typically use a network of marketing partners, known as affiliates, to promote their products and services and thus attract more end users to their websites. iGaming operators remunerate the affiliates for each end-user they refer to them, through such websites as [www.johnslots.com/sv/](http://www.johnslots.com/sv/) and [www.rightcasino.com](http://www.rightcasino.com). The group's Core Focus Markets are Sweden, Norway, Finland, the Netherlands and the United Kingdom. The group has approximately 80 employees and has its registered office in Sliema, Malta.

Catena Media has demonstrated strong financial performance since its inception in 2012 and has increased its revenues from EUR 2.4 million in the nine month period ended 30 September 2014 to EUR 9.0 million in the nine month period ended 30 September 2015, corresponding to an annual growth rate of 271%. For the nine month period ending 30 September 2015, Catena Media reported operating profit of EUR 6.1 million, corresponding to an EBIT margin of approximately 67%. For the

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<sup>1</sup> After the new issue in the Offering.



fourth quarter 2015, the group estimates revenues to be between EUR 5.8 and EUR 5.9 million with an estimated operating profit between EUR 3.5 and EUR 3.6 million.

**For more information**

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The information was submitted for publication at 08.30 CET on 18 February 2016. Avanza is the Company's Certified Advisor.

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The securities referred to in this announcement have not been and will not be registered under the U.S. Securities Act of 1933, as amended, and may not be offered or sold in the United States. The Company does not intend to register any part of the Offering in the United States or to conduct a public offering of securities in the United States.

Any offering of the securities referred to in this announcement has been made by means of a prospectus available at [www.catenamedia.com](http://www.catenamedia.com). This announcement is not a prospectus for the purposes of Directive 2003/71/EC (together with any applicable implementing measures in any Member State, the "Prospectus Directive"). Investors should not subscribe for any securities referred to in this announcement except on the basis of information contained in the aforementioned prospectus.

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