

# Press release

24 October 2023

## Catena Media appoints Pierre Cadena as VP Corporate Strategy

Catena Media today announces the appointment of Pierre Cadena as VP Corporate Strategy, responsible for developing corporate strategy and supporting execution across the organisation.

Pierre Cadena will join the group on 1 November 2023 and will be based in the US, where he currently resides.

Pierre has a more than 20-year track record of driving growth for consumer technology and media companies. He joins Catena Media from Fox Entertainment, where he has served as Senior Vice President, Head of Revenue & Strategy, for the news and entertainment brand TMZ.

At Fox Entertainment, Pierre set the vision and strategic direction for TMZ across its digital, television, originals, and experiential businesses. As a non-executive director of Raketech, he also has experience in online sports betting and gaming affiliation.

Prior to Fox Entertainment, Pierre was Senior Vice President, Chief Strategy Officer, at Crunchyroll. He has previously held senior strategy and corporate development roles at WarnerMedia, Otter Media, and Caesars Entertainment. Earlier in his career, he worked in investment banking and private equity investing.

Pierre holds an MBA from Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.

Catena Media CEO Michael Daly commented: "We're excited to welcome Pierre to Catena Media. His extensive expertise in strategic planning and executing growth for digital media and gaming companies will be a valuable asset for us and enable Pierre to play a core leadership role in our continued evolution in North America and beyond."

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### About Catena Media

Catena Media is a global leader in generating high-value leads for operators of online casino and sports betting platforms. The group's large portfolio of web-based affiliation brands guides users to customer websites and enriches the experience of players worldwide. Headquartered in Malta, the group employs over 350 people across the globe. The share (CTM) is listed on Nasdaq Stockholm Mid Cap. For further information see [catenamedia.com](http://catenamedia.com).