

Press release

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Catena Media signs first major US media deal, agreeing to content partnership with Advance Local's NJ.com

Catena Media plc today announces its first large media agreement in North America with a multi-year partnership to provide online casino and sports betting content to US media company Advance Local, owner of the NJ.com news and information website.

The partnership will further broaden Catena Media's North American audience for high-quality digital content addressing online sports betting and casino. The content, authored by Catena Media writers, will inform NJ.com readers about trends and opportunities in online sports betting and casino and will proactively promote a safe betting culture in North America.

Dustin Gouker, Vice President of Catena's North American content operations, said: "This is a forward-looking opportunity for Catena Media, allowing our sports betting experts to engage directly with a broader audience in the New Jersey market and nationally. Our goal is to help readers become more informed with sports betting and online casino products and to help promote a safer and more productive gaming culture."

Under the partnership, Catena Media will be responsible for betting content on NJ.com, leveraging its market-leading network of online sports betting and casino writers across North America. Revenue will be shared between the parties. Catena Media expects the deal to be earnings enhancing from late Q3.

Howard Kamen, VP of Sports Betting & iGaming at Advance Local said: "Sports betting and online casino gaming are rapidly evolving in New Jersey and beyond, and this partnership with Catena Media is a fantastic way for us to engage our readers with top-notch content and help them to better understand the landscape."

Catena Media, the largest online sports betting and casino affiliate in North America, entered the New Jersey market in 2017. The state is among the group's biggest and most competitive US markets.

In 2013 New Jersey became the first US state to launch online casinos, which are now legal in a number of US states and one Canadian province. Online sports betting has expanded rapidly since the US Supreme Court opened the door for legalisation in 2018. Sports betting has since expanded to more than 30 US states.

Contact details for further information:

Dustin Gouker, Vice President North America - Content
Email: dustin.gouker@catenamedia.com

Peter Messner, Group CFO
Phone: +46 768 95 26 93, Email: peter.messner@catenamedia.com

Investor Relations
Email: ir@catenamedia.com

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About Catena Media

Catena Media is a global leader in generating high-value leads for operators in online casino, sports betting and financial trading. The group's large portfolio of web-based affiliation brands guides online users to customer websites and enriches the experience of players worldwide. Headquartered in Malta,

the group employs over 450 people in Europe, North America, Asia-Pacific and Oceania. The share (CTM) is listed on Nasdaq Stockholm Mid Cap. For further information see catenamedia.com.

About Advance Local

Advance Local is one of the largest media groups in the US, reaching more than 55 million people per month with its quality journalism and community engagement through titles including NJ.com. It also owns software and data platforms and a network of marketing agencies. For further information see advancelocal.com.