

# Press release

31 January 2023

## Catena Media completes sale of AskGamblers to Gaming Innovation Group

Catena Media plc today reports the successful completion of its sale of the AskGamblers business and associated global casino brands after receiving the first tranche payment of approximately EUR 22.3 million from the buyer, Gaming Innovation Group Inc.

The transaction, which was announced on 15 December 2022, involves the sale of two wholly owned subsidiaries in Malta and Serbia that operate the AskGamblers brand and two associated online casino brands, JohnSlots and NewCasinos, for a total of EUR 45 million.

The first tranche payment includes adjustments of approximately EUR 2.3 million for the purchase price to be on a cash and debt-free basis.

The outstanding consideration will be paid in two tranches, with EUR 10 million due on 31 January 2024 and the remaining EUR 15 million on 31 January 2025.

The sale marks another step forward for Catena Media as the group shifts away from grey-market focused assets and concentrates its operational focus on regulated markets in North America.

Receipt of the initial sale proceeds will further strengthen Catena Media's financial position as the group seeks to capture strategic opportunities in North America.

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### About Catena Media

Catena Media is a global leader in generating high-value leads for operators of online sports betting and casino platforms. 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](http://catenamedia.com)