

# Press release

10 August 2023

## Catena Media enters Americas media partnership with The Sporting News

Catena Media has strengthened its position in the North American and Latin American online sports betting and casino gaming markets by entering a content and commercial media partnership with The Sporting News, one of the best-known sports publisher brands in the United States.

The newly signed partnership will run for three years and will see Catena Media create editorial and advertorial content as the exclusive betting partner to The Sporting News.

The agreement centres primarily on the US, where The Sporting News has a national presence and wide audience across multiple sports ranging from college sports, basketball and football to hockey, motorsports, golf, tennis, boxing and others. Secondly, the partnership will address selected Latin American countries – Mexico, Argentina and Brazil.

Under the agreement, Catena Media will create dedicated digital content for sports, casino gaming and fantasy sports audiences for hosting and distribution on The Sporting News's websites.

Ryan Harper, Catena Media Vice President North America, commented: "The Sporting News is one of the oldest names in sports publishing in the US and we're delighted to have them as a core media partner. Their close to 45 million unique users per month give us access to a large audience that will enable us to compete directly with some of the top sports publishing companies in the world."

Shaun Koiner, Chief Operating Officer The Sporting News, said: "No one is as passionate about quality sports content as The Sporting News is, which is why a partnership with Catena Media makes so much sense. From day one, our objectives have been aligned and we're incredibly excited to see where this can take us, not only in the US but also as we look to expand internationally."

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The information was submitted for publication by the contact persons above on 10 August 2023 at 14:00 CEST.

### 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).

### About The Sporting News

Founded in 1886 as a weekly newspaper initially focused on baseball and boxing content, The Sporting News is today a global digital brand offering a trusted perspective across major sports worldwide. It has localised editions in the US, Canada, Mexico, Argentina, the UK, Spain, India, Thailand, Vietnam, Malaysia, Singapore, Hong Kong, Australia, New Zealand and Japan. The Sporting News is the official digital destination of the NBA across leading markets in the Americas and its content attracts more than 45 million users every month. For further information see [sportingnews.com](http://sportingnews.com).