

Highlight Media Group sold to Net Gaming Europe

2016



Highlight Media Group: A leading online gambling lead generation company

“Highlight Media Group is a well-managed company with strong market position, culture and management and has good growth prospects. Through this acquisition, we have acquired a new business area where we see good growth opportunities both organically and through additional acquisitions. I also think there are growth synergies with our existing operator business, where the plan remains unchanged to grow organically and through acquisitions.”

Marcus Teilman, CEO of Net Gaming

Founded

2003

2015 Revenue

SEK 121m

2015 EBITDA

SEK 69m

Employees

75

Headquarters

Malta

Operator of affiliate business with a strong market position within casino and poker

Highlight Media Group was founded in 2003 as a pioneering player in the online lead generation and internet marketing sectors.

Headquartered in Malta, it employs c. 75 people and runs brands such as PokerListings, CasinoTop10 and CasinoTopLists. The Company has established itself as an authority in high-end lead generation, and is responsible for sending millions of visitors to its clients' websites every year – through both online and mobile channels.

This is achieved by maintaining a well-established network of over 120 brands in 30 countries across multiple segments, including casino, poker, iGaming and finance.

In 2015, Highlight Media Group generated revenues of SEK 121m with an EBITDA of SEK 69m.

A new business area and a strong base for future growth

Net Gaming Europe, the Swedish listed company, acquired Highlight Media Group in July 2016.

With the acquisition, Net Gaming gains access to a new business area with a strong market position and good growth opportunities, both organically and inorganically. The initial purchase price amounts to SEK 280m on a cash and debt free basis. An additional purchase price of up to EUR 12.9m will be based on the Company's EBITDA for 2016 and 2017.

Stella EOC acted as sole advisor to the sellers.