

# PRESS RELEASE

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## **KAX Media Acquires Leading UK Mobile Casino Affiliate**

**KAX Media announces today that they have further consolidated their leadership position in the UK market through the acquisition of AndroidSlots.co.uk and its related assets.**

The acquisition closed on March 1<sup>st</sup>, 2017.

AndroidSlots has a leading position in the UK mobile casino space, a substantial amount of original content and a robust database of existing players. The acquired assets generated a pre-tax profit margin of more than 80%. The assets were consolidated into KAX Media as of March 1<sup>st</sup>, 2017.

The purchase price amounts to an upfront payment of GBP 2.75 million which was paid as a cash consideration in conjunction with the transfer of the assets. In addition, there is an earn-out of maximum GBP 2.6 million which is based on revenue performance over a period of two years. In order to achieve the full earnout amount, the sellers need to generate sales growth during the earnout period of 25%.

“AndroidSlots has performed well in a lucrative niche of the UK market. We see substantial upside in this deal over time as the website is improved by our internal teams, software & processes,” says KAX Media Chief Executive Charles Gillespie.

Earlier today, KAX Media also announced the acquisition of SvenskaCasino.se, Lyckospel.se & CasinoMobilt.se.

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### **About KAX Media**

KAX Media is a multi-award winning provider of digital marketing services for the global iGaming industry. Founded in 2006, the company has over 35 employees and operates from offices in Dublin, Tampa, Monaco and Malta. The company publishes websites that offer comparisons and reviews of online gambling websites in 13 national markets in 7 languages. Players use these resources to select which online gambling operators they should trust to offer a safe and honest online gambling experience. The company's publishing assets include the leading iGaming industry portal, [Gambling.com](http://Gambling.com)<sup>®</sup> as well as the [CasinoSource](http://CasinoSource)<sup>SM</sup> series of portals, among many others.

KAX Media's experience in iGaming player acquisition and vast experience in driving and converting targeted traffic enable it to offer iGaming operators a deep source of new players in regulated markets.