

PRESS RELEASE

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KAX Media rebrands as Gambling.com Group

KAX Media has re-branded as Gambling.com Group as of May 18th, 2017. The new name enables the Group to take better advantage of its unique asset, the domain name Gambling.com, and communicate its business focus more directly.

The new name only applies to the Group's holding company. The Group will continue to use the KAX Media brand as the name of the Group's internal digital agencies located in Dublin, Ireland and in Tampa, United States. The Group is a leader in digital performance marketing. Through a network of over 30 casino focused information portals across 14 national markets in 8 languages, the Group delivers a deep source of players for operators in the online gambling industry.

Gambling.com became the Group's largest website in 2012 and remains the company's leading publishing asset, having grown substantially year on year for each of the last three years. The Group acquired the domain name for USD 2.5 million in April of 2011. Gambling.com has since featured in two national TV campaigns across the United Kingdom, transforming it from just a unique domain name into a well-known brand. By utilizing the domain in the company's name and corporate branding, the company's shareholders will further benefit from the power of this unique asset.

In conjunction with the re-brand, the group has launched a new corporate website located at www.gambling.com/corporate.

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About Gambling.com Group

Gambling.com Group is a multi-award winning provider of digital marketing services for the global iGaming industry. Founded in 2006, the group has over 35 employees and operates from offices in Dublin, Tampa, Monaco and Malta. The group publishes websites that offer comparisons and reviews of online gambling websites in 14 national markets in 8 languages. Players use these resources to select which online gambling operators they should trust to offer a safe and honest online gambling experience. The Group's publishing assets include the leading iGaming industry portal, Gambling.com[®] as well as the CasinoSourceSM series of portals, among many others.

Gambling.com Group'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.