

Mediakraft becomes part of the gamigo Group

Influencer marketers for online games and online video join forces

Hamburg, 6 July 2017. gamigo AG today announced that it has taken over online video pioneer Mediakraft. As a strategic investor, the gamigo Group has acquired 100% of the shares of Mediakraft Networks GmbH from the previous venture capital shareholders, who have accompanied the company's development since 2012.

With the strategic acquisition of Mediakraft, gamigo AG is massively expanding its B2B business. It will immediately open up extensive additional growth prospects in social media and influencer marketing for its advertising unit. Mediakraft Networks GmbH was founded in 2011 and has grown successfully and dynamically in Germany, Poland and Turkey with online video content production and influencer marketing. Over the past months, Mediakraft has expanded its focus in the direction of B2B solutions. Mediakraft is therefore the perfect complement to gamigo's B2B business and its own *adspre media GmbH* unit (previously SevenGames Network).

As a 360-degree online marketing agency, adspree helps games publishers market their games and attract users. In addition to the classic performance marketing channels, its portfolio includes TV campaigns and an international portfolio of gaming portals. In 2016, adspree expanded its portfolio to include influencer marketing, and it now enables advertising customers to address gamers with performance-oriented influencer campaigns. The takeover of Mediakraft will strengthen gamigo's platform strategy and promote profitable growth through a combination of a high-quality games portfolio, technical solutions and diverse marketing channels.

"Mediakraft fits perfectly with adspree, since both companies represent the persuasiveness of influencer marketing, and they complement each other's strengths in the games segment and other verticals very well. Close cooperation in marketing, content production and campaign delivery will enable us to offer our advertising customers even better service in the future so that we can grow even faster in this dynamic market," said Oliver Gediehn, CEO of adspree media. The gamigo Group, which is based in Hamburg, plans for Mediakraft to continue operating as an independent subsidiary in the Group.

"We are delighted to have found the best partners in gamigo and adspree media for implementing our new long-term strategy," said Constantin Stammen, managing director of Mediakraft Networks GmbH. "Online games and online video are the media most intensively used by the younger generation, which harbors tremendous marketing potential. Considering the internationalization success of both gamigo and Mediakraft, this alliance promises great potential for value growth with the prospect of creating a European champion."

About the gamigo-Group

The gamigo group is one of the leading gaming companies in Europe and North America with more than 100 million registered user accounts and around 200 staff members in Hamburg, Berlin, Münster, Darmstadt (Germany), Chicago (USA) and Seoul (Korea). Apart from gamigo AG, the group consists of, among others, Aeria Games, Infernum, Intenium, adspree and GameSpree. The company functions as a publisher for free-to-play mobile and online games and also offers solutions for business customers within the scope of the gamigo platform strategy. The gamigo platform helps game publishers and developers from all over the world publish and promote their products efficiently and cost-effectively. The company's core portfolio is comprised of successful games like *Aura Kingdom*, *Desert Operations*, *Dragon's Prophet*, *Echo of Soul*, *Fiesta Online*, *Goal One*, *Last Chaos*, *Shaiya*, *The Rats* and *Twin Saga*. As early as in the year 2000, gamigo published the first MMOG that was completely localized into German. gamigo strives to grow its business organically as well as via acquisitions and has performed 15+ M&As since 2013, including companies specializing in games and technology as well as individual game assets.

About adspree media GmbH

In the B2B segment, adspree media (formerly SevenGames Network) manages 3rd-party advertising and the portal portfolio. adspree supports games developers during the launch and promotion of their games with 360-degree marketing, including TV ads and influencer marketing, as well as all popular types of performance-based user acquisition.

About Mediakraft Networks

Mediakraft Networks is a pioneer in the online TV sector in Europe, with offices in Cologne, Berlin, Hamburg, Warsaw and Istanbul. There are four pillars to its business:

- Marketing online video and developing influencer campaigns
- Advising companies on strategies for YouTube and social media
- Video production and commissioned productions
- Managing and promoting online video artists

Videos in the network reach an average of 1.8 million viewers daily, with around 600 million hits each month.

Press contact

edicto GmbH

Axel Mühlhaus / Dr. Sönke Knop

Tel.: +49 -(0)69-905505-52

E-mail: gamigo@edicto.de

www.gamigo.ag