

Speqta signs cooperation agreement with leading Finnish media house Sanoma

Speqta ("SPEQT") has signed its first Finnish Affilijet cooperation agreement with the leading media house Sanoma, to manage performance-based marketing. The agreement initially means that Speqta will handle Ilta-Sanomat's investment in discount codes.



Ilta-Sanomat (is.fi) is the largest news site in Finland, reaching all Finns on average every day. The cooperation with Speqta's Affilijet initially gives Ilta-Sanomat access to a high-quality site that lists the best offers and discount codes on the Finnish market. Within the framework of the agreement, over time, the parties' common goal is to extend this to more attractive verticals. First out in this cooperation is the discount codes with the site <https://alennuskoodi.is.fi/>

Speqta's CEO Fredrik Lindros comments:

"We are proud to have earned the trust from the iconic media house Sanoma in helping them further take advantage of their strong online position. This is our first Affilijet site in Finland, which shows that we are expanding organically even to other countries than Sweden and Norway. The deal shows the strength in our offering and that we can support the media houses in finding new profitable revenue streams"

Today, through Affilijet, Speqta has similar cooperation with Expressen, Nettavisen and Dagbladet (Aller media). The cooperation with Expressen includes loans, credit cards, discount codes and games, Nettavisen includes loans, credit cards and discount codes, while with Dagbladet includes discount codes and credit cards. The agreement with Sanoma initially includes discount codes, but the parties intend, within the framework of the agreement, to develop other profitable verticals.

Sanoma's VP Digital Development and Customer Experience Timo Rinne comments:

"Sanoma is constantly looking for new ways and partners to monetize our reach in good ways. We've evaluated several suppliers and found a good dialogue and match with Speqta on them being able to build and operate the vouchers section, as well as provide further growth opportunities going forward".

The revenues from the cooperation builds up over time, as traffic from above all search engines is gaining momentum. The partnership will begin in the autumn of 2020, with revenues expected by the end of 2020 and to be more comprehensive in 2021. Affilijet is included in the segment Speqta Content & Comparison.

This information is such information that Speqta AB (plc) is obliged to publish in accordance with the EU Market Abuse Regulation. The information was submitted, through the agency of the contact person below, for publication on Nov 11, 2020 at 14:45 CET.

About Affilijet

Affilijet is Speqta's service that helps media houses create value in performance-based marketing. Affilijet accomplishes this, by providing high-quality comparison sites on its partners' websites, in the most integrated way possible, to create a natural user experience and maximize revenue opportunities. Affilijet also acts as an advisory and provides the best performance-based revenue opportunities for the media houses, to integrate into its other contextual environment on the main website.

For further information, please contact:

Fredrik Lindros
CEO Speqta AB (plc)
fredrik.lindros@speqta.com
+46 723 10 66 66

About Speqta

Speqta offers the best performance-based lead generating platforms using data and AI and to grow organically as well as through acquisitions in new and existing markets. Speqta has two business areas Speqta AdTech and Speqta Content & Comparison. The company is listed on Nasdaq First North Premier Growth Market in Stockholm under the ticker "speqt". The company's Certified adviser is Västra Hamnen Corporate Finance AB, telephone number: +46 40 20 02 50, e-mail: ca@vhcorp.se