

PRESS RELEASE

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Digital media giant acquires Splay One

- Access to younger audiences and YouTube will see Caybon pass the €100M barrier.

Caybon has acquired the YouTube network Splay One from publicly listed company Nent AB (Nordic Entertainment AB). The deal strengthens Caybon's position as the leading digital media house for branded content campaigns. The acquisition also means that Caybon's turnover will pass the €100M mark.

- Splay One is another piece of the puzzle on our way to becoming the leading producer and distributor of digital campaigns in the world, says Caybon's founder Richard Båge. But in the short term, it's a milestone for the company because the acquisition means that we will reach a turnover of €100M in 2021.

Caybon's business concept is to produce and distribute digital marketing campaigns. With 500 employees across 14 offices in North America and Europe, the group has become one of the leading players in the industry.

The acquisition of Splay One further strengthens Caybon's business offering, not least because Splay One specialises in both production and distribution on digital platforms such as YouTube and Instagram. The company also has an impressive reach among younger target groups and has a strong customer list in the consumer sector.

- This is an extremely important strategic deal for us. Today, customers are increasingly demanding moving images and other methods for reaching younger target groups. Through the acquisition, we can respond to those requests. The icing on the cake is that we also get access to Splay One's customer list, which contains many large and important consumer brands – historically a customer segment where we been weak, says Richard Båge.

Splay One has around a hundred employees and offices in all the Nordic countries. In 2020 it had sales of approximately €25M, and in recent years Nent AB has invested heavily in the business.

Caybon produces and distributes digital campaigns for the largest media platforms. With over 25 million followers on Facebook and 4.2 billion video views a year, Caybon is a world-leading media house. The business has 500 employees in 14 offices across Europe and North America. The head office is in Stockholm. Caybon has just over 9,000 customers and in 2021 will have an estimated turnover of €100M. The group consists of Mediaplanet, N365, Splay One, Newsner and Appelberg. It is a privately owned company, with Priveq and founder and CEO Richard Båge as the majority owners.

- It is without a doubt a well-run company. At the same time, it is a company that has not reached its full potential, says Richard Båge. Together with our other existing offering, we see that we can achieve a leverage effect, not only for Splay One but for the whole of Caybon.
- Given Nent's focus on the streaming market, we have been something of an odd bird, says Henrik Asmussen, CEO of Splay One. Therefore, I fully share the view that our commercial opportunities will increase in a group that is completely focused on producing and distributing commercial messages. However, what I am personally most looking forward to is developing the collaboration within the group and being able to offer customers a more comprehensive digital solution.

The plans for the takeover are still being finalised, but Caybon intends to keep Splay One as its own company with a separate CEO and management team.

- I believe that the employees, not only in Splay One but in the whole of Caybon, will also appreciate the increased opportunities for skills development within the group, says Richard Båge. This acquisition means that we reach a size where we can really start working on internal recruitment and career planning.

Neither Nent AB nor Caybon wish to disclose the purchase price.

Splay One

Splay One is the leading agency in the Nordic Region for branded entertainment. It provides digital strategies and creative development as well as multi-platform production and distribution. The company helps brands communicate with their target audiences through engaging content, primarily with influencers on digital platforms such as YouTube and Instagram.

Splay One has 500 influencers connected to its YouTube network and reaches 40 million subscribers. The network has over 200 million views a month.

Splay One, which was founded in 2012, has its headquarters in Stockholm, and has just over 100 employees across the four Nordic countries. The business has an annual turnover of € 25M.

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Press photos:

<https://caybon.com/press>

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