

Press Release 30 August 2021

Awardit AB (publ) has entered a Term Sheet regarding acquisition of Prämie Direkt GmbH

Awardit and the owner of Prämie Direkt GmbH today signed a Term Sheet whereby Awardit acquires 100 percent of the shares in Prämie Direkt. The agreed purchase price is 17,5 MEUR.

Awardit and the owner of the German company Prämie Direkt GmbH today signed a Term Sheet whereby Awardit acquires 100 percent of the shares in Prämie Direkt. The purchase price is agreed at 17,5 MEUR, subject to adjustments for net debt/net cash at the date of closing. 14 MEUR of the purchase price will be paid in cash and 3,5 MEUR in Awardit shares. The next step in the process is to conduct a customary Due Diligence and the intention of the parties is to close the transaction in November.

Prämie Direkt is one of the leading loyalty companies in Germany since more than 50 years. The core business consists of providing different types of loyalty and incentive programs on a white label basis and fulfillment within these. The turnover of Prämie Direkt for the financial year 2020 was 18,7 MEUR with EBIT-earnings of 1,2 MEUR. The forecast for the current financial year is a turnover of 22 MEUR and EBIT-earnings of 2,3 MEUR. Prämie Direkt has 35 employees and is debt free.

"Prämie Direkt is a very exciting acquisition that we have been interested in for a long time. In one move we establish a leading position in Germany and surrounding countries as well as a bridgehead for additional acquisitions on the continent. We now see even greater potential in our strategy moving forward." says Niklas Lundqvist, CEO of Awardit.

"I have known Awardit and its management for several years and our companies fit perfectly together. Together we will become one of the big "Loyalty Management" players in Europe. I really believe that Awardit's acquisition strategy is the right way to go and Prämie Direkt is prepared for a common prosperous future!" says Jörg Behnke, CEO of Prämie Direkt.

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About Awardit

Awardit helps businesses increase revenue and profitability by implementing and operating loyalty programs, incentive programs and giftcard programs targeting B2B & B2C customers. Awardit provides customers with program platforms on SaaS-basis, content in the form of commerce opportunities, partner networks as well as third party distribution of giftcards. The programs are normally provided on white label basis but Awardit also operate several private labels. Awardit is the largest company and platform in the Nordics in the sector.

The company's shares trade on Nasdaq First North Growth Market (AWRD). The company's Certified Adviser is Aqurat Fondkommission AB, reachable at info@aqurat.se or 08-684 05 800.

This information is such that Awardit AB (publ) is obliged to disclose pursuant to the EU Market Abuse Regulation. The information was released for public disclosure, through the agency of the contact persons above, on August 30, 2021 at 11.00 CET.