

## **Valnet Inc. Completes the Acquisition of Snack Media Ltd.**

Valnet Inc. (or “Valnet”) has successfully completed the acquisition of SN&CK Media Ltd. (“Snack Media”) a leading digital sports publishing network based out of the UK. With this acquisition, Valnet establishes a firm foothold in the Sports Category of owned and operated websites with flagship brands such as GiveMeSport.com, FootballFanCast.com and FootballLeagueWorld.com. In addition to the publishing operation, Snack Media operates a specialized Ad Network that serves over 400 publishing properties and has one of the largest sports Facebook pages with 25M+ followers.

Snack Media CEO and Founder Niall Coen, remarked:

*“The business is in a great position and ready for a huge period of growth. We are excited about the benefits this acquisition can bring to our partners, the Snack Media business and the industry generally. For my part, I’m extremely pleased to be able to hand the reins to Valnet who share very similar values and strategy, therefore I have total trust in their abilities to guide the business through to its full potential.”*

As per Martin Crawford, Snack Media's Director of Content and one of the founding members:

*“We are delighted to be joining the Valnet family who bring an array of talent, proprietary technology and expertise to the team that will supercharge our growth - building upon the strong foundations that our founder and the wider Snack Media team have built during the last 15 years, we can’t wait to embark on an exciting new era.”*

Angel Berrocal, Group President at Valnet said:

*“We are more than excited to welcome Snack Media into the family. Snack’s team is extremely talented and shares our values of being “humble and hungry”; together we will continue to grow all Snack brands exponentially and consolidate their position in the football and sports categories. Snack’s acquisition follows the purchase of Pocket-lint.com earlier this year, which helps us strengthen our presence in the UK and pave the way for additional growth in international markets.”*

### **About Valnet Inc.**

Driven by passion and performance, Valnet’s overarching goal is to create and distribute content to millions of users daily across its brands. With c.4 billion sessions per year, Valnet is the leading digital media investment company that owns and operates a diversified portfolio of premier digital publishing assets across multiple verticals. During the last year, Valnet successfully completed 8 transactions in the digital publishing space.

## **About Snack Media Ltd.**

Snack Media was founded in 2007 and is one of the UK's largest digital sport networks, operating a portfolio of over 400 websites and 30M social followers. Under their mantra of 'Make content count' and 'Honour the fan' they built huge online communities by fueling and facilitating their insatiable appetite for authentic content, connection and discussion.

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