

## **Valnet Inc. Completes the Acquisition of How-To Geek**

Valnet Inc. (or “Valnet”) has successfully completed the acquisition of How-To Geek, a leading online technology publication platform based out of the US. How-To Geek is a crown jewel asset and is an acquisition that perfectly matches the Valnet playbook and portfolio of brands.

How-To Geek’s extensive technology reviews, news, and buyer guides have been featured in notable publications, including the New York Times, BBC, and TechCrunch. With this acquisition, Valnet further establishes a reputable and reliable presence with the online technology community. Valnet will continue to operate and invest in How-To Geek’s Virginia office space. Equipped with an in-house team of editorial staff and hands-on reviewers, Valnet will be able to deliver high quality product content at not only the brand level, but across the entire Valnet publishing portfolio.

How-To Geek CEO and Founder Lowell Heddings, remarked:

*“The success of How-To Geek over the years was due to our relentless pursuit of quality at the expense of quantity, and while we had plenty of competitive offers, we specifically chose Valnet because not only are they willing to invest in growth but they have a proven track record of completing successful acquisitions and taking sites to the next level. I feel confident that Valnet is the best home, not just for our brands, but is also a place that offers growth potential for our team. With the full backing of Valnet's capabilities, How-To Geek can scale in ways that were never possible on our own.”*

Hassan Youssef, CEO at Valnet said:

*“HowToGeek.com was built with an incredible level of “tlc” over the years by Lowell & his team. HTG has been averaging a steady daily readership of over 1 million strong over the last several years and still today, the site gets 60% of its traffic from desktop users which is simply unheard of these days, even in that general tech vertical! We are honored to carry on How-To Geek’s vision, apply our playbook and supercharge this beautiful brand to become the greatest of its kind. We feel greatly privileged to have the luxury of bringing such a wonderful asset home.”*

## **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 over 5 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.

Valnet has one clear goal: become the greatest content & digital investment company the world has ever seen. Our mission is a simple promise to deliver mission critical content to educate and entertain millions worldwide through our beloved ever-growing brands. We look to acquire beautiful brands and businesses that will accelerate our mission. To read more about our recent acquisitions, please visit [www.valnetinc.com/en/press-releases](http://www.valnetinc.com/en/press-releases).

## **About How-To Geek**

How-To Geek was founded in 2007 and has published over 20,000 articles reaching billions of viewers. Over the years, they have become a reputable source for everything tech related, creating content that is easy to digest for the everyday reader.

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