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Grupa Onet.pl acquires nk.pl

Zürich (ots) -

Grupa Onet.pl, a subsidiary of Ringier Axel Springer Media AG, has entered into an agreement to acquire nk.pl from Excolimp Investments, a company owned by Rubylight Limited. Nk.pl, which was established in 2006, is a major gaming platform in Poland and one of the leading social media platforms.

Nk.pl today gathers monthly around 5.2 mio. real users (Megapanel 09/2014) and has grown into a major gaming platform in Poland. With the acquisition of nk.pl Grupa Onet.pl is diversifying and extending its portfolio. So far Grupa Onet.pl has three sub-services dedicated to gaming: gry.onet.pl, gryonline.onet.pl and grydlanej.onet.pl. Currently Onet cooperates with over 30 top game producers, including EA, Ubisoft and BytroLabs, and offers almost 100 games.

Robert Bednarski, CEO of Grupa Onet.pl: "Internet users in Poland are highly into gaming. The acquisition of nk.pl is a good opportunity for us to broaden our already existing gaming portfolio and benefit from the strong reach nk.pl has in this field."

The completion of the transaction is subject to approval by the relevant antitrust authorities.

About Ringier Axel Springer Media AG

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 2700 employees.

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