

GIZMODO IS ACQUIRED BY KELEOPS MEDIA GROUP, A LEADER IN THE EUROPEAN ONLINE TECH MEDIA SPHERE.

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By integrating Gizmodo, Keleops accelerates its growth trajectory, broadens its geographical audience, and diversifies revenues. It also marks its U.S. landscape debut.

Keleops, a leading European online tech media company, has formally acquired Gizmodo, a distinguished institution within the tech media sphere. This acquisition, previously under the ownership of G/O Media, marks a pivotal moment for Keleops as it bolsters its standing as a frontrunner in the dynamic realm of technology journalism.

Gizmodo represents a significant milestone for Keleops, already one of the biggest European digital media publisher groups in the consumer tech sector. By expanding its reach within the industry and internationally, Keleops anticipates effectively doubling its current audience size, fostering deeper brand awareness and engagement.

«Acquiring Gizmodo represents a strategic move for Keleops as we continue to strengthen our presence and leadership in the tech media industry.» Says Jean-Guillaume Kleis, CEO and Founder at Keleops. *«Gizmodo is an iconic technology news brand with strong recognition worldwide, and I am delighted to welcome such a high-quality and trusted brand into Keleops family».*

This strategic acquisition underscores Keleops' ambitious growth strategy, which includes further expansion through the acquisition of prominent tech media outlets, especially in the United States. By leveraging its world-class expertise and capabilities, Keleops aims to foster innovation and drive excellence in tech journalism, setting new standards in the digital world.

«I am incredibly excited about Gizmodo's future. I believe that the combination of Keleops' unique digital know-how and Gizmodo's rich content and deep editorial expertise will greatly benefit both our audiences and our partners. We are absolutely thrilled to be welcoming the entire Gizmodo editorial team on this journey.» Concludes Jean-Guillaume Kleis.

ABOUT KELEOPS

Established in 2014 as a performance marketing company based in Switzerland, Keleops has evolved into a prominent player in the consumer tech, science, and entertainment media domains.

The acquisition of Gizmodo, one of the most iconic brands in the consumer tech world, reinforces Keleops' position as a global leader in the tech media industry with 30m monthly unique visitors.

For more information, visit : www.keleops.com

For media inquiries, please contact:

US :
Maryse Camelan
maryse@pressario.us
(+1) 425 985 2121

Europe :
Hortense Grégoire
hortense.gregoire@pressario.fr
(+33) 06 08 33 89 88

WWW.KELEOPS.COM

ABOUT GIZMODO

Since its inception in 2002, Gizmodo has emerged as a premier international media outlet dedicated to technology. With a rich history spanning over two decades, Gizmodo has consistently provided comprehensive coverage, insightful analysis, and captivating content on the latest developments in the tech industry.

Gizmodo's integration of the esteemed blog io9 has further enriched its offerings, providing readers with a diverse range of perspectives on science fiction, entertainment, and pop culture alongside its tech-focused content.

For more information, visit : www.gizmodo.com

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