

11 April 2018

## Tradedoubler announces initial results in its ongoing tender offer and written procedure

Reference is made to TradeDoubler Aktiebolag (publ)'s ("**Tradedoubler**" or the "**Company**") ongoing tender offer (the "**Tender Offer**") and procedure in writing (the "**Written Procedure**") in relation to the Company's bonds 2013/2018 with an aggregate amount outstanding of SEK 250,000,000 (the "**Bonds**"), both as announced on 26 March 2018.

Tradedoubler today announces that, as of the time for this press release, holders representing approximately 95 per cent of the Adjusted Nominal Amount (as defined in the terms and conditions of the Bonds) of the Bonds have tendered their Bonds in the Tender Offer and voted in favour of the request in the Written Procedure.

As a result, a requisite quorum and majority has now been achieved in the Written Procedure in order to approve the request and consequently, the condition for the Tender Offer has now been fulfilled. The Tender Offer and the Written Procedure will however continue in force until the tender offer deadline and the last day for votes, as set out in the Tender Offer notice and the summons to Written Procedure, respectively. The final result in the Written Procedure will be announced by the agent under the terms and conditions of the Bonds upon termination of the Written Procedure, as set out in the summons to Written Procedure.

For questions regarding the administration of the Tender Offer, please contact the paying agent at [info@aquarat.se](mailto:info@aquarat.se) or +46 8 684 05 800 and for questions regarding the administration of the Written Procedure, please contact the agent under the Bonds at [voting.sweden@nordictrustee.com](mailto:voting.sweden@nordictrustee.com) or +46 8 783 79 00.

For further information, please contact:

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### About this information

*This information is information that TradeDoubler Aktiebolag (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 09:00 CET on 11 April 2018.*

### About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 18 years of digital marketing innovation and expertise, global presence and a market leading technology platform, Tradedoubler offers tailored performance solutions for

advertisers and publishers. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include actionable data driven insights and User Journey tracking thanks to its proprietary business intelligence tool, ADAPT. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on [www.tradedoubler.com](http://www.tradedoubler.com)