

1 July 2021

Tradedoubler sells its stake in DynAdmic to Smart

In 2016 Tradedoubler acquired a minority stake in DynAdmic for a total amount of 1,2 MEUR. The shareholders of DynAdmic agreed, subject to certain conditions, to sell the company to Smart (a french leading independent adtech platform). The amount for Tradedoubler is around 2 MEUR (around 1,75 MEUR as an upfront payment at closing later in July 2021) and a possible earnout of 0,25 MEUR depending on future results of the company.

For further information, please contact:

Matthias Stadelmeyer, CEO Tradedoubler

Phone: +46 8 405 08 00

Email: matthias.stadelmeyer@tradedoubler.com

About this information

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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 19 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