

11 October 2018

Tradedoubler comments on the trading halt on 11 October 2018

With reference to Nasdaq Stockholm's decision on a trading halt on 11 October 2018 regarding Tradedoubler's share, the stock exchange has, in accordance with its rules, required the company to comment on the trading halt.

On the afternoon of 10 October 2018 Tradedoubler received a letter of intent from its largest shareholder Reworld Media S.A. concerning an indicative interest concerning a public takeover offer for the company's shares. Besides an indicative interest and that such offer could be announced in early November, the letter does not contain any price indications or other terms and conditions for a potential offer.

This information is information that Tradedoubler AB (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 below, at 16:45 on 11 October 2018.

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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. Among Tradedoubler's advertisers are Accor, Microsoft Store, HP and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com