



20 May 2025

TradeDoubler AB: Report from TradeDoubler's Annual General Meeting

The Annual General Meeting of TradeDoubler AB (publ) was held today on 20 May 2025.

Dividend

The Annual General Meeting resolved that no dividend should be paid to the shareholders.

Board of Directors and auditor

The Annual General Meeting discharged the board and the CEO from liability for the financial year 2024.

Pascal Chevalier, Gautier Normand, Jérémy Parola, Erik Siekmann and Xavier Penat were re-elected as Board members until the end of the next Annual General Meeting. Pascal Chevalier was re-elected as chairman of the Board of Directors.

EY was re-elected as auditor until the end of the next Annual General Meeting.

Remuneration to the Board of Directors and auditors

The Annual General Meeting resolved on remuneration to the Board of Directors and auditor in accordance with the Nomination Committee's proposal, where remuneration of SEK 180,000 shall be paid to each Board member and remuneration to the auditor shall be paid in accordance with the approved amount invoiced.

Remuneration report

The Annual General Meeting resolved to approve the Board of Directors' report over remuneration regarding 2024 according to Chapter 8, Section 53 a of the Swedish Companies Act.

Authorisation for the Board of Directors to resolve upon issuance of shares, warrants and/or convertibles

The Annual General Meeting resolved in accordance with the Board of Directors' proposal to authorise the Board of Directors, until the next Annual General Meeting, on one or several occasions, with or without deviation from the shareholders' preferential rights, with or without provision on non-cash consideration, set-off or otherwise with conditions pursuant to the Swedish Companies Act, to resolve on new issues of shares, warrants and/or convertibles.

Authorisation for the Board of Directors to resolve upon acquisition of own shares

The Annual General Meeting resolved in accordance with the Board of Directors' proposal to authorise the Board of Directors, until the next Annual General Meeting, on one or several

occasions, to resolve on the acquisition of a maximum number of own shares so that, after the purchase, the company holds not more than 10 per cent of the total number of shares in the company.

Authorisation for the Board of Directors to resolve upon the transfer of own shares

The Annual General Meeting resolved in accordance with the Board of Directors' proposal to authorise the Board of Directors, until the next Annual General Meeting, on one or several occasions, to resolve on the transfer of shares in the company. The shares may only be transferred in conjunction with the financing of company acquisitions and other types of strategic investments and acquisitions, and the transfers may not exceed the maximum number of treasury shares held by the company at any given time.

Share price related incentive programs

The Annual General Meeting resolved to adopt two share price related incentive programs (the "Programs") for six senior executives and the Board of Directors. The Program comprises a maximum of 5,000,000 shares. Allocation in the Programs is contingent upon that the share price reaches certain thresholds which will be determined after the release of the 2027 Q4-report. If the share price reaches SEK 7.50 by the end of the measurement period, 27 percent of the shares will be allotted, if the share price reaches SEK 10.50 by the end of the measurement period, 60 per cent of the shares will be allotted and if the share price reaches between SEK 15 and SEK 20 by the end of the measurement period, 100 per cent of the shares will be allotted under the Programs.

To ensure the delivery of shares under the Programs, the Annual General Meeting resolved to authorise the Board of Directors to resolve on a directed issue of a maximum of 5,000,000 class C shares to Nordea Bank AB (publ) and subsequently resolve to repurchase the same shares. Further, the Annual General Meeting resolved that the repurchased class C shares may be reclassified into ordinary shares and subsequently transferred to the participants under the Programs.

Finally the Annual General Meeting resolved to authorise the Board, during the period until the next Annual General Meeting, to resolve, on one or more occasions, on the transfer of not more than 790,000 shares on Nasdaq Stockholm, in order to cover certain expenses, primarily social security costs and costs for the repurchase of class C shares.

For the full details of each proposal adopted by the Annual General Meeting, please refer to www.tradedoubler.com.

For further information, please contact:

Matthias Stadelmeyer, CEO Tradedoubler

Phone: +46 8 405 08 00

Email: ir@tradedoubler.com

The information was submitted for publication at 16:15 CEST on 20 May 2025.

**About Tradedoubler**

Tradedoubler is an international leader in digital marketing and technology. Combining over 20 years of digital marketing expertise, a global presence and a market-leading technology platform, Tradedoubler offers customised performance-based solutions for advertisers and publishers. Founded in Sweden in 1999, Tradedoubler was a pioneer in affiliate marketing in Europe and has since developed its offering to include data-driven insights and purchase journey tracking through its proprietary BI tool. The share is listed on Nasdaq OMX Stockholm. More information is available at www.tradedoubler.com