

26 March 2018

Tradedoubler summons bondholders' meeting by way of procedure in writing

TradeDoubler Aktiebolag (publ) ("**Tradedoubler**" or the "**Company**") summons a meeting among the bondholders (the "Holders") by way of a procedure in writing (the "**Written Procedure**") for its outstanding bonds 2013/2018 with ISIN SE0005567096 with an aggregate amount outstanding of SEK 250,000,000 (the "**Bonds**").

The Bonds will mature on 20 December 2018 and the Company is currently evaluating different alternatives to refinance the Bonds. Against this background, and in order to improve its financial results and obtain control of its financing costs, the Company proposes that amendments are made to the terms and conditions for the Bonds in order to (i) include a possibility for Tradedoubler to, at any day up to and including the final maturity date of the Bonds, redeem the Bonds at a price of 75.00 per cent. of the nominal amount and (ii) allow the incurrence of secured or unsecured additional debt in a total amount of maximum SEK 100,000,000 (the "**Request**"). Provided that the Request is approved by a requisite majority, all Holders voting in favour of the Request will receive a consent fee in an amount equal to 10.00 per cent. of the nominal amount per Bond which such Holder has used to vote in favour of the Request.

In connection with the notice of Written Procedure, the Company has also invited all Holders to tender any and all of their Bonds for purchase by the Company at a price equal to 75.00 per cent. of the nominal amount of the Bonds (i.e. SEK 750,000 per Bond) together with any accrued and unpaid interest until and including settlement of the tender offer (the "**Tender Offer**"). Holders may also be eligible to an additional early bird fee equalling 2.00 per cent. of the nominal amount per Bond. The Tender Offer is conditional upon that the Holders approve the Request.

Only Holders who are registered in Euroclear Sweden's debt ledger for the Bonds on the voting record date 9 April 2018 are eligible to cast votes in the Written Procedure. The notice of Written Procedure, including complete proposals for resolutions and voting instructions, will be made available on Tradedoubler's website (www.tradedoubler.com) and has also today been sent by the agent to directly registered owners and registered authorised nominees (Sw. förvaltare) of the Bonds as of 23 March 2018 in the debt ledger produced by Euroclear Sweden. Any individual or company whose Bonds are held by a nominee must contact such nominee to participate in the Written Procedure.

In order for the Request to be approved through the Written Procedure, a quorum of at least 20.00 percent of the adjusted nominal amount must be reached and a majority of at least 75.00 per cent. of the adjusted nominal amount for which Holders

are voting in the Written Procedure must approve the Request. Tradedoubler has already received irrevocable undertakings to vote in favour of the Request from certain key Holders and beneficial owners of Bonds. The outcome of the Written Procedures is expected to be announced on or about 23 April 2018, being the last day of voting in the Written Procedure.

For questions regarding the administration of the Written Procedure, please contact the agent at voting.sweden@nordictrustee.com or +46 8 783 79 00. Please note that the Tender Offer is a separate process from the Written Procedure. The Tender Offer is administered by the Company and a paying agent. The agent under the Bonds does not administer the Tender Offer and is not involved in or in any way responsible for the Tender Offer.

For further information, please contact:

Viktor Wågström, CFO

Phone: +46 8 405 08 00

Email: viktor.wagstrom@tradedoubler.com

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 13.00 CET on 26 March 2018.

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