

This is a translation only. For the formal minutes from the Meeting, please refer to the Swedish language version.

Minutes kept at the Annual General Meeting of the shareholders of TradeDoubler AB (publ), reg.nr 556575-7423, Thursday 3 May 2018, at 9 am at the company's premises at Birger Jarlsgatan 57A, Stockholm

§ 1

The Chairman of the Board of Directors, Pascal Chevalier, declared the Meeting opened and welcomed those present.

§ 2

Pascal Chevalier presented the Nomination Committee's proposal for Chairman of the Meeting, Björn Kristiansson from Kanter Advokatbyrå.

Björn Kristiansson was elected Chairman of the Meeting. Björn Kristiansson announced that he had asked Ebba Werkell, Kanter Advokatbyrå, to keep the minutes at Meeting.

The Meeting approved that non-registered shareholders, officers and employees would be able to participate as audience at the Meeting.

§ 3

The appended list of present shareholders was approved as the voting list for the Meeting, **Appendix 1.**

§ 4

The Board of Directors' proposed agenda was approved.

§ 5

Per Ekstrand, was appointed to verify the minutes of the Meeting together with the Chairman.

§ 6

It was noted that the notice had been published in Post- och Inrikes Tidningar on 3 April 2018 and on the company's website as of 28 March 2018. It was further noted that information about the notice being published was advertised in Dagens Industri on 3 April 2018, where after the Meeting was declared duly convened.

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§ 7

The CEO Matthias Stadelmeyer held a speech regarding the fiscal year 2017 and the developments during the first quarter of 2018. Thereafter questions from the shareholders were answered.

§ 8

Pascal Chevalier reported on the work of the Board of Directors during 2017. Thereafter questions from the shareholders were answered.

§ 9

The Annual Report and the consolidated financial statements together with the Audit Report and the consolidated Audit Report for the fiscal year 2017 were found duly presented.

The auditor in charge Erik Sandström, EY, reported on the auditing work and the content of the Audit Report and informed that he supported the proposals under items 10 a – 10 c below. Thereafter questions from the shareholders were answered.

§ 10

- a) It was resolved to adopt the income statement and balance sheet for the parent company and the group for the fiscal year 2017.
- b) It was resolved that no dividend would be paid and that the result for the year of SEK - 16,128,600 would be carried forward.
- c) It was resolved in accordance with the auditor's recommendation to discharge the Board of Directors and the CEO from liability for the fiscal year 2017. It was noted that the present Directors of the Board who are shareholders did not take part in the decision regarding discharge from liability in respect of themselves. It was noted that the decision was taken by unanimous vote.

§ 11

Pascal Chevalier presented the Nomination Committee's proposal for (i) the number of Directors, (ii) election of Directors, (iii) election of the Chairman of the Board of Directors, (iv) election of auditor and (v) remuneration to the Board of Directors and auditor.

It was resolved in accordance with the Nomination Committee's proposal that the Board of Directors shall consist of five Directors with no deputy Directors.

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§ 12

It was resolved in accordance with the Nomination Committee's proposal to, until the close of the next Annual General Meeting, re-elect Pascal Chevalier, Gautier Normand, Nils Carlsson, Jérémy Parola and Erik Siekmann to serve as ordinary Directors of the Board of Directors of the company.

§ 13

It was resolved in accordance with the Nomination Committee's proposal to re-elect Pascal Chevalier as Chairman of the Board of Directors.

§ 14

It was resolved in accordance with the Nomination Committee's proposal to re-elect EY as auditor until the close of the next Annual General Meeting.

§ 15

It was resolved in accordance with the Nomination Committee's proposal that SEK 763,000 shall be paid to Pascal Chevalier and Gautier Normand each and that SEK 180,000 shall be paid to Nils Carlsson, Jérémy Parola and Erik Siekmann each. It was noted that Per Ekstrand considered the remuneration to be too high and dissented from the resolution.

It was resolved in accordance with the Nomination Committee's proposal that compensation is not awarded to Directors of the Board who are employed by the group,

Further, it was resolved in accordance with the Nomination Committee's proposal that the auditor shall be entitled to a fee in accordance with amount invoiced.

§ 16

It was resolved in accordance with the Board of Directors' proposal on principles for compensation and other conditions of employment of the company management, **Appendix 2**.

§ 17

With prerequisite majority, it was resolved in accordance with the Board of Directors' proposal on authorization for the Board of Directors to resolve upon issuance of shares, warrants and/or convertibles, **Appendix 3**. It was noted that Norges Bank, Per Ekstrand and Lars Bramelid dissented from the resolution.

§ 18

It was resolved in accordance with the Board of Directors' proposal on authorization for the Board of Directors to resolve upon acquisition of own shares, **Appendix 4**. It was noted that the resolution was unanimous.

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§ 19

It was resolved in accordance with the Board of Directors' proposal on authorization for the Board of Directors to resolve upon transfer of own shares, **Appendix 5**. It was noted that the resolution was unanimous.

§ 20

It was resolved in accordance with the Nomination Committee's proposal regarding the Nomination Committee for the Annual General Meeting in 2019, **Appendix 6**.

§ 21

Questions from the shareholders were answered. It was thereafter noted that there were no other matters.

§ 22

The Chairman declared the Meeting closed.
