

24 April 2018

Tradedoubler announces final results in its tender offer and written procedure

Reference is made to TradeDoubler Aktiebolag (publ)'s ("**Tradedoubler**" or the "**Company**") tender offer (the "**Tender Offer**") and procedure in writing (the "**Written Procedure**") in relation to the Company's bonds 2013/2018 with an aggregate amount outstanding of SEK 250,000,000 (the "**Bonds**"), both as announced on 26 March 2018.

The Tender Offer and the Written Procedure expired on 19 April 2018 and 23 April 2018 respectively. The Request (as defined in the notice of Written Procedure) received acceptance by 100 per cent. of the votes cast in the Written Procedure and holders representing approximately 96 per cent. of the Adjusted Nominal Amount (as defined in the terms and conditions of the Bonds) participated in the Written Procedure. Holders representing approximately 95 per cent. of the Adjusted Nominal Amount did also tender their Bonds in the Tender Offer. The Request in the Written Procedure has thus been approved and the condition for the Tender Offer has been fulfilled.

As a result, the terms and conditions for the Bonds have been amended 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 amended and restated terms and conditions entered into effect on 23 April 2018 and will be published on the Company's website.

All holders who have voted in favour of the Request in the Written Procedure 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 (the "**Consent Fee**"). Certain holders as specified in the Tender Offer notice will also receive an additional premium in an amount equal to 2.00 per cent. of the nominal amount of the Bonds (the "**Early Bird Fee**"). The tender offer purchase price, the Consent Fee and the Early Bird Fee (as applicable) will be paid on 16 May 2018 to the bank accounts specified by the holders in the "Tender and Voting Instruction" or the "Voting Form" respectively.

For questions regarding the administration of the Tender Offer, please contact the paying agent at info@aquarat.se or +46 8 684 05 800 and for questions regarding the administration of the Written Procedure, please contact the agent under the Bonds at voting.sweden@nordictrustee.com or +46 8 783 79 00.

For further information, please contact:

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About this information

The information was submitted for publication, through the agency of the contact person set out above, at 08:30 CET on 24 April 2018.

About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology powering a unique network of connections. Combining 18 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