

NOTICE OF PARTICIPATION AND ADVANCE VOTING FORM

by postal voting in accordance with section 22 of the Act (2020:198) on temporary exceptions to facilitate the execution of general meetings in companies and other associations.

The advance voting form must be received by the Company no later than on **Monday 17 May 2021**.

The following shareholder hereby notifies the Company of its participation and exercise its voting rights for all of the shareholder's shares in Tradedoubler AB (publ). reg. nr 556575-7423, at the Annual General Meeting on Tuesday 18 May 2021. The voting rights are exercised in accordance with what is stipulated in this advance voting form.

Shareholder	Social security nr/registration nr

Declaration (if the signee is representing a shareholder who is a legal entity): The signee is a director, CEO or authorized signatory for the shareholder and I declare that I am authorized to cast this advance vote on behalf of the shareholder and that the contents of this advance vote corresponds with the shareholder's decisions.

Declaration (if the signee is representing the shareholder by proxy): The signee declares that the attached proxy corresponds with the original and that it has not been withdrawn.

Place and date	
Signature	
Name in clear script	
Phone number	E-mail

Instructions for advance voting

- Fill in all the information above.
- Select your chosen answers below.
- Print, sign and send the form to Tradedoubler AB (publ), Birger Jarlsgatan 57 A, 113 56 Stockholm. A filled out and signed form may also be submitted electronically by sending it by e-mail to bolagsstamma@tradedoubler.com.
- If the shareholder is a natural person who casts its advance vote personally, it is the shareholder who shall sign at *Signature* above. If the advance vote is being cast by proxy for the shareholder, it is the proxy who shall sign. If the advance vote is being cast by a representative for a legal entity, it is the representative who shall sign.
- If the shareholder votes in advance by proxy, a signed and dated power of attorney shall be enclosed to the form. Forms of power-of-attorney are available on the Company's website, www.tradedoubler.com. If the power-of-attorney is issued by a legal entity, a verified copy of the registration certificate or an equivalent authority document for the legal entity must be appended. The power-of-attorney and the registration certificate may not be older than one year. However, a longer period of validity may be specified on the power-of-attorney (although no longer than five years from the date of issue).
- **Please note that a shareholder whose shares are registered in the name of a nominee must have their shares owner-registered in order to vote.** Please see the notice for the Annual General Meeting for more information.

The shareholder cannot leave other instructions in the advance voting form other than to select one of the options for the respective items below. If the shareholder does not wish to vote in a specific matter, please do not select an option for that item. If the shareholder has made its vote conditional or provided other instructions, or changed or added information to the form, the vote (i.e the advance vote in its entirety) will be void. Only one form per shareholder will be valid. If more than one form is received from the same shareholder, only the form with the most recent dating will be taken into account. If two forms with the same dating are received from the same shareholder, only the form last received by the Company will be taken into account. Incomplete or incorrectly completed forms may be disregarded.

The advance voting form and any authorization documents must be received by the Company no later than on Monday 17 May 2021. An advance vote may be withdrawn by informing the Company at the address or e-mail address above no later than on Monday 17 May 2021.

Please see the Annual General Meeting notice and other general meeting documents on Tradedoubler AB's website, www.tradedoubler.com, for the complete proposals for resolution.

For information on how your personal data is processed, please see <https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf>.

**ANNUAL GENERAL MEETING OF TRADEDOUBLER AB (PUBL) ON TUESDAY
18 MAY 2021**

The answer options below refer to the proposals set out in the notice convening the Annual General Meeting and provided on the Company's website.

ITEM		
2. Election of the chairman of the meeting	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
3. Preparation and approval of the voting list	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
4. Approval of the agenda	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
5. Election of one or two persons to certify the minutes		
(i) Carol Spendilow	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Richard Hellekant	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
6. Consideration of whether the Meeting has been properly convened	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
8. a) Resolution regarding adoption of the profit and loss account, the balance sheet and the consolidated profit and loss account and the consolidated balance sheet	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
8. b) Resolution regarding allocation of the Company's result according to the approved balance sheet	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
8. c) Resolution regarding discharge from liability for the members of the Board of Directors and the Managing Director		
(i) Pascal Chevalier (Chairman)	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Gautier Normand (Director)	Yes	No
	<input type="checkbox"/>	<input type="checkbox"/>

(iii)	Jérémy Parola (Director)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(iv)	Erik Siekmann (Director)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(v)	Nils Carlsson (Director)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(vi)	Matthias Stadelmeyer (Managing Director)	Yes <input type="checkbox"/>	No <input type="checkbox"/>
9. Approval of the remuneration report		Yes <input type="checkbox"/>	No <input type="checkbox"/>
10. Determining the number of members of the Board of Directors that shall be elected by the Meeting		Yes <input type="checkbox"/>	No <input type="checkbox"/>
11. Election of the members of the Board of Directors			
(i)	Pascal Chevalier	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(ii)	Gautier Normand	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(iii)	Jérémy Parola	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(iv)	Erik Siekmann	Yes <input type="checkbox"/>	No <input type="checkbox"/>
(v)	Nils Carlsson	Yes <input type="checkbox"/>	No <input type="checkbox"/>
12. Election of the chairman of the Board of Directors		Yes <input type="checkbox"/>	No <input type="checkbox"/>
13. Election of auditor		Yes <input type="checkbox"/>	No <input type="checkbox"/>
14. Resolution on remuneration of the Board of Directors and auditor		Yes <input type="checkbox"/>	No <input type="checkbox"/>
15. Resolution on guidelines for compensation of the Company management		Yes <input type="checkbox"/>	No <input type="checkbox"/>

16. Resolution on authorization for the Board of Directors to resolve upon issuance of shares, warrants and/or convertibles	Yes <input type="checkbox"/>	No <input type="checkbox"/>
17. Resolution on authorization for the Board of Directors to resolve upon the acquisition of own shares	Yes <input type="checkbox"/>	No <input type="checkbox"/>
18. Resolution on authorization for the Board of Directors to resolve upon the transfer of own shares	Yes <input type="checkbox"/>	No <input type="checkbox"/>
19. Resolution on the nomination committee for the Annual General Meeting of 2022	Yes <input type="checkbox"/>	No <input type="checkbox"/>
20. Resolution on the amendment of the Articles of Association	Yes <input type="checkbox"/>	No <input type="checkbox"/>

<p>The shareholder requests that a resolution in one or some of the items on the proposed agenda are deferred to a continued general meeting. (Is only filled out if the shareholder has such a request)</p>
<p>Specify which item or items. (Use numbers):</p>