

Invitation to NYORDA AB's Interim Report and Strategic Update Presentation

Stockholm, 13 July 2026 — NYORDA AB, formerly Tradedoubler, will publish its Q2 2026 update on 17 July 2026.

The update will mark NYORDA's first financial communications since the launch of the NYORDA group brand, bringing together Tradedoubler, Metapic, Appiness, Bridge Retail Media and EMNA AI under one group identity.

NYORDA was created to reflect the company's broader strategic direction and its focus on the next era of brand discovery. As consumer journeys continue to evolve across affiliate and partner marketing, creator-led discovery, app marketing, retail media and AI-powered search, NYORDA is positioning its portfolio to help brands grow across both established and emerging digital discovery environments.

The Q2 update will provide shareholders with an overview of the group's financial performance, strategic progress and key developments across the portfolio. It will also give further insight into how NYORDA is developing its specialist businesses and building long-term opportunities for profitable growth.

The presentation will be held in English and will be followed by a Q&A session.

Date: July 17, 2026

Time: 10:00 CET

Webcast: <https://www.redeye.se/events/1144830/live-q-tradedoubler-6>

The Q2 2026 update will be made available on the NYORDA Investor Relations website on 17 July 2026.

Matthias Stadelmeyer, CEO of NYORDA AB, commented:

"NYORDA represents the next chapter in our development as a group. The way people discover, compare and choose brands is evolving quickly, and we are building a portfolio that helps brands stay visible and relevant wherever those decisions are being made. Our Q2 update will give investors a clearer view of how we are progressing against this strategy and how our businesses are contributing to the group's long-term growth and profitability."

For further information, please contact:
Matthias Stadelmeyer



NYORDA
GROUP

| Formerly Tradedoubler

CEO
NYORDA AB
Email: ir@nyorda.com

About NYORDA AB

NYORDA AB, formerly Tradedoubler AB, is a Swedish public limited liability company listed on Nasdaq Stockholm. NYORDA is the umbrella group brand for Tradedoubler, Metapic, Appiness, Retail Bridge Media and EmnaAI.

NYORDA exists to help brands grow in a new era of digital discovery. As search, social, commerce, apps, retail media and AI-powered environments reshape how consumers find, compare and choose brands, NYORDA brings together specialist businesses that help brands increase visibility, strengthen relevance and drive measurable growth.

Together, the Group's businesses support brands across affiliate and partner marketing, influencer marketing, app marketing, retail media and AI-driven search visibility. NYORDA is driving the future of brand discovery by helping brands grow across a changing digital marketing ecosystem.