



20 March 2026

Tradedoubler initiates buy-backs of own shares

Tradedoubler Aktiebolag (publ) ("Tradedoubler" or the "Company") initiates buy-back of ordinary shares in accordance with the authorization from the annual general meeting on 20 May 2025.

The buy-backs begins today 20 March 2026 and will continue until the annual general meeting 2026. The purpose of buy-backs is to align the Company's capital structure to the Company's capital requirements and, where appropriate, to enable share transfers in conjunction with the financing of Company acquisitions and other types of strategic investments and acquisitions.

Buy-backs of own shares may be made on Nasdaq Stockholm in accordance with the rules set out from time to time in the Nordic Main Market Rulebook for Issuers of Shares (the "Rulebook") and in accordance with the Market Abuse Regulation (EU) No 596/2014 ("MAR") and the EU Commission's Delegated Regulation (EU) No 2016/1052 (the "Safe Harbour Regulation"). Acquisitions of shares will be conducted by an investment firm or credit institution that makes its trading decisions regarding the timing of the acquisitions of Tradedoubler's shares independently of Tradedoubler.

Buy-backs may be made of a maximum of 1 544 584 shares, which means that the Company's holding of own shares cannot exceed ten (10) percent of the total number of shares in the Company.

Buy-backs may only be made in compliance with the volume restrictions for purchases of own shares set out in the Rulebook and in the Safe Harbour Regulation. Buy-backs shall only be made at a price per share within the prevailing price range on Nasdaq Stockholm at any given time, i.e., the interval between the highest buying price and the lowest selling price on Nasdaq Stockholm from time to time, and in addition the price restrictions in the Rulebook and in the Safe Harbour Regulation must be observed. Payment for the shares shall be made in cash.

At the time of this press release, the total number of shares and votes in the Company amounts to 65,445,838 (61,236,598 ordinary shares and 4,209,240 c-shares). The Company holds 5,000,000 own shares whereof 790,760 ordinary shares and 4,209,240 c-shares.

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About Tradedoubler

Tradedoubler is an international leader in digital marketing and technology. Combining over 20 years of digital marketing expertise, a global presence and a market-leading technology platform, Tradedoubler offers customised performance-based solutions for advertisers and publishers. Founded in Sweden in 1999, Tradedoubler was a pioneer in affiliate marketing in Europe and has since developed its offering to include data-driven insights and purchase journey tracking through its proprietary BI tool. The share is listed on Nasdaq OMX Stockholm. More information is available at www.tradedoubler.com