

Detta informationsblad till obligationsinnehavarna är endast utformat på engelska.

Stockholm, 12 November 2018

To the bondholders in:

ISIN: SE0005567096 – Tradedoubler AB (publ) maximum SEK 375,000,000 Senior Unsecured Bonds 2013/2018

NOTICE OF EARLY REDEMPTION

This notice of early redemption has been sent on 12 November 2018 to Holders directly registered as of 9 November 2018 in the debt register (Sw. *skuldbok*) kept by the CSD. If you are an authorised nominee under the Swedish Financial Instruments Accounts Act or if you otherwise are holding Bonds on behalf of someone else on a securities account, please forward this notice to the holder you represent as soon as possible.

Reference is made to the terms and conditions of the above mentioned bond issue (with an aggregate amount outstanding of SEK 250,000,000, of which the Issuer holds Bonds corresponding to an aggregate amount of SEK 243,000,000, which will be cancelled prior to the Record Date) (the “**Bonds**”) issued by Tradedoubler AB (publ) (the “**Issuer**” or “**Tradedoubler**”) initially on 20 December 2013 (the “**Terms and Conditions**”). All capitalised terms used herein and not otherwise defined in this notice shall have the meanings assigned to them in the Terms and Conditions.

Tradedoubler hereby gives notice to all Holders of Tradedoubler’s outstanding Bonds of exercise of its option for early redemption of the Bonds in full in accordance with section 10.3 of the Terms and Conditions. The early redemption date is set to 6 December 2018 (the “**Early Redemption Date**”). As set out in the Terms and Conditions, all Bonds will be redeemed at 75.00 per cent. of the Nominal Amount (*i.e.* SEK 750,000 per Bond). Any accrued and unpaid interest will also be paid in respect of the Bonds in accordance with the Terms and Conditions.

The redemption amount, together with accrued and unpaid interest up to and including the Early Redemption Date, will be paid to each person who is registered as owner of Bonds in the debt register maintained by Euroclear Sweden at end of business on 29 November 2018. In connection with the redemption, the Bonds will be delisted from Nasdaq Stockholm.

This notice of early redemption is irrevocable and is governed by Swedish law. This notice is for information purposes only and is not to be construed as an offer to purchase or sell or a solicitation of an offer to purchase or sell with respect to any securities of the Issuer.

For further information, please contact the Issuer at:
Viktor Wågström, CFO, Tradedoubler AB (publ)
E-mail: viktor.wagstrom@tradedoubler.com

Stockholm, 12 November 2018
TRADEDOUBLER AB (PUBL)