

The nomination committee's motivated statement regarding its proposal for the Board of Directors of TradeDoubler AB (publ)

The nomination committee proposes re-election of Pascal Chevalier, Gautier Normand, Nils Carlsson, Jérémy Parola and Erik Siekmann to the Board of Directors until the end of the next AGM. Pascal Chevalier is proposed to be re-elected as the Chairman of the Board of Directors. The proposal of the nomination committee means that the Board of Directors during the following term will consist of five ordinary members with no deputies. Further details on the proposed Board members are available on the company's website: www.tradedoubler.com.

It should be noted that this statement is supported by the majority, but not all, of the members of the nomination committee.

The nomination committee has until 27 January 2019 consisted of Cédric Vincent, appointed by Reworld Media (chairman), Yi Shi, own holdings, and Pascal Chevalier, chairman of the Board of Directors. From the 28 January 2019, the nomination committee has consisted of Gautier Normand, appointed by Reworld Media (chairman), Yi Shi, own holdings, Pascal Chevalier, chairman of the board, and Richard Hellekant, appointed by Martin Bjäringer, Per Ekstrand, Tedde Jeansson and with own holdings.

The nomination committee has held 1 meeting during 2019 where all members of the committee were present. The nomination committee has evaluated the work of the Board of Directors, *inter alia* by having the Chairman of the Board of Directors conducting individual interviews with the current Board members. When drawing up proposals to the Board of Directors the nomination committee has based its work on the requirements that the company's strategic development and international business as well as need for governance and control have on the collective competence, experience and background of the Board of Directors.

The proposed members have extensive experience from the online and media industry and the financial industry and hold qualities which the nomination committee consider important for members of the company's Board. The proposed members have shown a great interest to participate in developing the company and have good knowledge of the company's business model. Pascal Chevalier is the co-founder and CEO of Reworld Media, One Experience, NetMedia Group, board member of 50 Partners, Nextedia, Planet.fr, The BlockChain Group and Mobile Network Group. Nils Carlsson is the CEO of Fortnox AB and has extensive experience of working in the telecom and home appliances industries on several major European markets. Nils Carlsson has also been the group COO of Netbooster, a digital marketing agency. Gautier Normand is the co-founder and COO of Reworld Media S.A, One Experience, NetMedia Group. Jérémy Parola is the web marketing director of Reworld Media S.A. Erik Siekmann is the founder and CEO of Digital Forward GmbH and founder and CEO of Daytona Ventures GmbH as well as co-founder and CEO of ESP - eSales Performance Marketing GmbH.

The proposal fulfils the requirements set out in section 4.1 of the Swedish Code for Corporate Governance (Sw. *Svensk kod för bolagsstyrning*) regarding the diversity and breadth of qualifications, experience and background of the members. The composition of the Board of Directors is considered to be appropriate to meet the business' requirements in the long term. None of the proposed members is a woman. The nomination committee has paid particular attention to this issue and considers it important to always actively seek competent candidates from both genders, which in the long term should lead to a more equal gender distribution in the future. The nomination committee has applied section 4.1 of the Swedish Code for Corporate Governance as a diversity policy in preparing its proposal.

The nomination committee considers Pascal Chevalier and Gautier Normand in their capacities as founders and CEO and COO respectively of Reworld Media S.A. to be dependent in relation to the company's larger shareholders, but independent in relation to the company and the executive management. The nomination committee further considers Jérémy Parola in his capacity as an employee of Reworld Media S.A. to be dependent in relation to the company's larger shareholders, but independent in relation to the company and the executive management. The nomination committee considers that the other two proposed members of the Board of Directors, Nils Carlsson

and Erik Siekmann, are independent in relation to the company and the executive management and in relation to the company's larger shareholders. The proposed composition of Board members thus fulfils the requirements of independence.

The nomination committee
Stockholm in April 2019
TradeDoubler AB (publ)