

The Offer is not being made, and this press release may not be distributed, directly or indirectly, in or into, nor will any tender of shares be accepted from or on behalf of holders in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates, the United States or any other jurisdiction in which the making of the Offer, the distribution of this press release or the acceptance of any tender of shares would contravene applicable laws or regulations or require further offer documents, filings or other measures in addition to those required under Swedish law.

PRESS RELEASE, 12 November 2018

Reworld publishes offer document with respect to the offer to the shareholders of Tradedoubler

On 8 November 2018, Reworld Media S.A. (“**Reworld**”) announced a recommended public cash offer to the shareholders of Tradedoubler Aktiebolag (publ) (“**Tradedoubler**”) to tender all their shares in Tradedoubler to Reworld (the “**Offer**”). Reworld has today published the offer document relating to the Offer. The offer document and acceptance forms are available on www.reworldmedia.com/en/opa-tradedoubler/.

The acceptance form will be distributed to shareholders in Tradedoubler whose shares were directly registered with Euroclear Sweden AB as of 12 November 2018.

The acceptance period of the Offer runs from 13 November 2018 up to and including 11 December 2018. Settlement is expected to begin on or around 17 December 2018.

Reworld reserves the right to extend the acceptance period. Reworld will announce any extension of the acceptance period by a press release in accordance with applicable laws and regulations.

The information provided herein was submitted for publication on 12 November 2018 at 15.00 CET.

Information about the Offer

Information about the Offer is made available at: www.reworldmedia.com

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Brief description of Reworld

Reworld Media S.A is a French limited liability company incorporated under the laws of the France, having its registered business address in Boulogne Billancourt, France, and is registered under registration number B 439 546 011. Reworld's head office is situated at 8, Rue Barthélemy Danjou, 92100 Boulogne Billancourt, France.

Reworld is a digital media business and has activities in two segments: *Media branding* and *performance marketing*. The revenue for both these segments is derived from advertisers (or agencies), with the focus on digital delivery.

Media branding derives its digital revenues predominantly from advertising displayed alongside its online and mobile content, while performance marketing refers to online marketing and advertising programs in which advertisers, either directly or through agencies, are paid when a specific action is completed, such as a sale, lead or click. During 2017, Reworld had a strong growth in unique visitors to the online sites, doubling to 28 million in December 2017 versus the prior year.

For the twelve-month period ended 31 December 2017, Reworld's group had a total turnover amounting to MEUR 185.6 and an EBITDA of approximately MEUR 7.5¹.

The largest shareholders in Reworld are ID Invest Partners S.A., holding approximately 23 per cent of the shares, the management of Reworld, together holding approximately 21 per cent of the shares, Montjoie Investissements SICAV, holding approximately 14 per cent of the shares and Hera Capital SARL holding approximately 5 per cent of the shares.

As per the date of the announcement of the Offer, Reworld owned 13,756,554 of the shares in Tradedoubler.

Reworld's shares are traded on Alternext All-Share Euronext Paris, which is a multilateral trading facility but not a regulated market. Further information about Reworld is available at www.reworldmedia.com.

Brief description of Tradedoubler

Tradedoubler is a limited liability company incorporated under the laws of Sweden, with corporate registration number 556575-7423.

Tradedoubler was founded in 1999 with the ambition to invent a form of digital commerce that would empower businesses and publishers worldwide. It pioneered affiliate marketing and is the only company to offer both a network and technology solution. Today, Tradedoubler has grown into one of the world's leading performance marketing companies with business relations in over 80 countries and more than 280 employees represented in offices in the UK, France, Germany, Italy, Spain, Sweden, Netherlands, Switzerland, Poland and Singapore. In 2017 Tradedoubler generated around

¹ Consolidated accounts, including Tradedoubler. Exclusive of Tradedoubler, the turnover amounts to MEUR 63.8 and the EBITDA to MEUR 5.2.

€8.2 billion in revenue for its clients through e-commerce and mobile commerce.

The shares in Tradedoubler are listed on Nasdaq Stockholm Small Cap.

Important information

The Offer, pursuant to the terms and conditions presented in this press release, is not being made to persons whose participation in the Offer requires that any additional offer document is prepared or registration effected or that any other measures are taken in addition to those required under Swedish law.

This press release is not being published in or distributed to or into and must not be mailed or otherwise distributed or sent in or into any country in which the distribution or offering would require any such additional measures to be taken or would be in conflict with any law or regulation in such country. Persons who receive this press release (including, without limitation, nominees, trustees and custodians) and are subject to the law of any such jurisdiction will need to inform themselves about, and observe, any applicable restrictions or requirements. Any failure to do so may constitute a violation of the securities laws of any such jurisdiction. Reworld, to the fullest extent permitted by applicable law, disclaims any responsibility or liability for the violations of any such restrictions by any person. Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions may be disregarded.

The Offer is not being made, and will not be made, directly or indirectly, in or into, Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates, United States by use of mail or any other means or instrumentality of interstate or foreign commerce, or of any facilities of a national securities exchange, of Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan or the United States. This includes, but is not limited to facsimile transmission, electronic mail, telex, telephone, the internet and other forms of electronic transmission. The Offer cannot be accepted and shares may not be tendered in the Offer by any such use, means, instrumentality or facility of, or from within Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan or the United States or by persons located or resident in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States. Accordingly, this press release and any documentation related to the Offer are not being and should not be mailed or otherwise transmitted, distributed, forwarded or sent in or into Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates, the United Arab Emirates or the United States or to any Australian, Brazilian, Canadian, Emirati, Hong Kong, Japanese, New Zealand, Republic of Korea, Singaporean, South African, Taiwanese or American persons or any persons located or resident or with a registered address in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States. Banks, brokers, dealers and other nominees holding shares for persons in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States must not forward this press release or any other documents received in connection with the Offer to such persons. Reworld will not deliver any consideration from the Offer into Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States.

Any purported acceptance of the Offer resulting directly or indirectly from a violation of these restrictions will be invalid and any purported acceptance by a person located in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States or any agent, fiduciary or other intermediate acting on a non-discretionary basis for a principal giving instructions from within Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States will be invalid and will not be accepted. Each holder of shares participating in the Offer will represent that it is not an Australian, Brazilian, Canadian, Emirati, Hong Kong, Japanese, New Zealand, Republic of Korea, Singaporean, South African, Taiwanese or American person, is not located in Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States and is not participating in such Offer from Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States and that it is not acting on a non-discretionary basis for a principal that is an Australian, Brazilian, Canadian, Emirati, Hong Kong, Japanese, New Zealand, South Korean, Singaporean, South African, Taiwanese or American person, that is located in Australia,

Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or the United States or that is giving an order to participate in such Offer from Australia, Brazil, Hong Kong, Japan, Canada, New Zealand, Republic of Korea, Singapore, South Africa, Taiwan, the United Arab Emirates or United States.

Notwithstanding the foregoing, Reworld reserves the right to permit the Offer to be accepted by persons not resident in Sweden if, in its sole discretion, Reworld is satisfied that such transaction can be undertaken in compliance with applicable laws and regulations.

To the extent permissible under applicable law or regulation, Reworld or its brokers may purchase, or conclude agreements to purchase, shares Tradedoubler, directly or indirectly, outside of the scope of the Offer, before, during or after the period in which the Offer remains open for acceptance. This also applies to other securities which are directly convertible into, exchangeable for, or exercisable for Tradedoubler shares, such as warrants. These purchases may be completed via the stock exchange at market prices or outside the stock exchange at negotiated conditions. Any information on such purchases will be disclosed as required by law or regulation in Sweden.

This press release has been published in Swedish and English.

Forward-looking information

To the extent this press release contains forward-looking statements, such statements do not represent facts and are characterised by the words "will", "expect", "believe", "estimate", "intend", "aim", "assume" or similar expressions. Such statements express the intentions, opinions or current expectations and assumptions of Reworld, for example with regard to the potential consequences of the Offer for Tradedoubler, for those shareholders of Tradedoubler who choose not to accept the Offer or for future financial results of Tradedoubler. Such forward-looking statements are based on current plans, estimates and forecasts which Reworld has made to the best of its knowledge, but which do not claim to be correct in the future. Forward-looking statements are subject to risks and uncertainties that are difficult to predict and usually cannot be influenced by Reworld. It should be kept in mind that the actual events or consequences may differ materially from those contained in or expressed by such forward-looking statements.