

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 December 2018

Reworld Media S.A. closes the offer to the shareholders of Tradedoubler Aktiebolag and announces the outcome

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**"). The completion of the Offer was not subject to any conditions.

At the time of the announcement of the Offer, Reworld owned 13,756,554 shares in Tradedoubler, corresponding to 29.95 percent of the share capital and votes in Tradedoubler.

The acceptance period of the Offer has run out and Reworld has decided not to extend the acceptance period. As per 11 December 2018, which was the last day of the acceptance period of the Offer, Tradedoubler shareholders holding an aggregate of 4,711,202 shares had accepted the Offer, which corresponds to approximately 10.26 per cent of the total number of shares and voting rights in Tradedoubler.

This means that Reworld controls 18,467,756 shares after the Offer, which corresponds to approximately 40.21 per cent of the total number of shares and voting rights in Tradedoubler.

Neither Reworld nor any party closely related to Reworld has acquired or agreed to acquire any shares in Tradedoubler, or any financial instruments that give a financial exposure equivalent to shareholding in Tradedoubler, outside of the Offer during the six months immediately preceding the announcement of the Offer or thereafter. Apart from above, neither Reworld nor any party closely related to Reworld own any shares in Tradedoubler or other financial instruments that gives a financial exposure equivalent to shareholding in Tradedoubler.

Settlement to the shareholders that have accepted the Offer is expected to begin on or around 21 December 2018.

Reworld has retained Fredersen Advokatbyrå AB as legal adviser in connection with the Offer.

Reworld discloses the information provided herein pursuant to the Takeover Rules and the EU's Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out below, on 12 December 2018 at 4:00 p.m. CET.

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*.

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. 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.