



NYORDA  
GROUP

formerly Tradedoubler

INVESTOR PRESENTATION

# Driving the future of *brand discovery*

Investor presentation introducing NYORDA Group, its  
portfolio, strategy and growth opportunity



# What this presentation *covers*

- 01 NYORDA at a glance
- 02 Investment case & market opportunity
- 03 Our portfolio of brands
- 04 Growth strategy
- 05 Financial performance



**NYORDA**  
GROUP

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COMPANY OVERVIEW

# NYORDA

*at a glance*

90

MARKETS

5

OPERATING COMPANIES

380

GLOBAL EMPLOYEES

*\$830bn*

INFLUENCED SALES

*100,000*

INFLUENCERS

*50M*

INCREMENTAL OV  
(APP REVENUE)

*180,000*

PARTNERS

COMPANY OVERVIEW

# Brands we work with



# Leadership & Business Unit Leads



**Matthias Stadelmeyer**

President & CEO



**Viktor Wågström**

Chief Financial Officer



**Victoria Normark**

Chief Technology Officer



**Derek Grant**

VP Operations



**Chloe Hall**

VP Marketing & Investor Relations



**Claudia Batschi-Rota**

VP Strategic Business Development

## BUSINESS UNIT OWNERSHIP



**Jürgen Burkhardt & Niklas Schwake**

Metapic  
BU Leads



**Derek Grant**

Tradedoubler  
BU Lead



**Claudia Batschi-Rota**

Appiness  
BU Lead



**Daniel Weilar & Sebastian Schröder**

Bridge Retail Media  
BU Leads



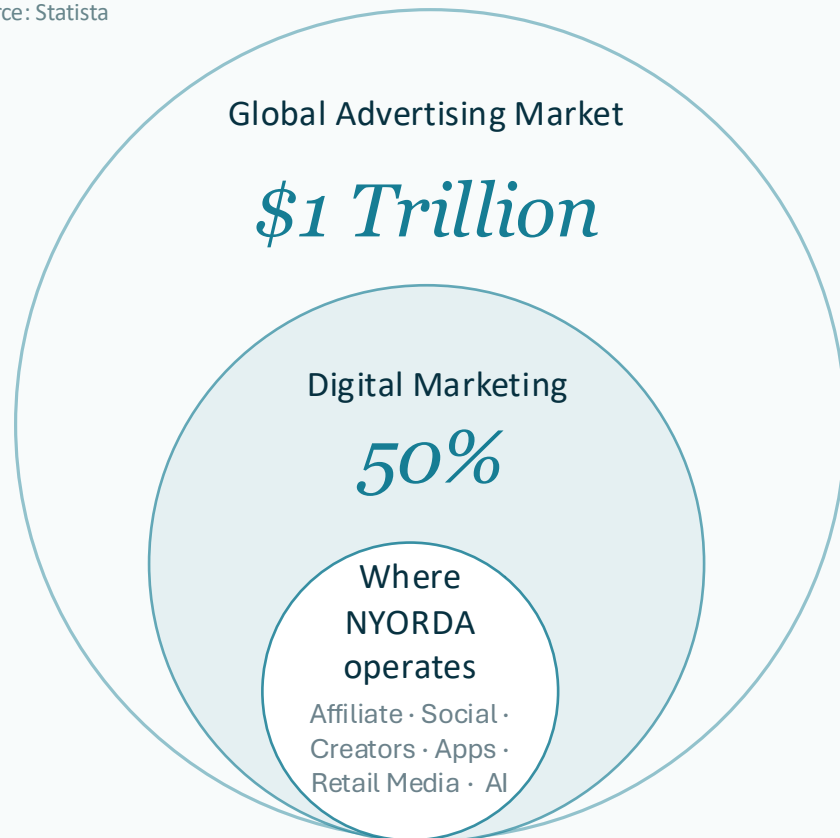
**Matthias Stadelmeyer**

Emna.ai  
BU Lead

WHY NYORDA

# The trillion dollar *market opportunity*

Source: Statista



Digital marketing now represents around half of global ad spend, with budgets continuing to shift from linear TV, print and radio into digital ecosystems.

### Budgets are moving into digital ecosystems

Spend continues to move towards measurable channels where distribution, data and performance are increasingly connected.

### Discovery is evolving from Search to Social to AI

AI-powered and conversational environments are changing how brands are found, compared and chosen.

### NYORDA is positioned where growth is moving

Affiliate and partner marketing, influencer marketing, app growth, retail media and AI search visibility form a broader digital marketing portfolio.

### Where we operate

Partner Marketing

Influencer Marketing

App Marketing

Retail Media

AI Search Visibility



WHY NYORDA

# From a single brand to a group ecosystem

NYORDA represents the future we are building.

A connected group of specialist companies positioned at the centre of digital marketing today, bringing together the capabilities brands need to grow visibility, drive discovery and be chosen.



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# Our Portfolio *Of Brands*



# NYORDA GROUP

AFFILIATE MARKETING



INFLUENCER MARKETING



APP MARKETING



RETAIL MEDIA



AI



## PORTFOLIO OF BRANDS



Tradedoubler is a global partner marketing network connecting brands with publishers to drive measurable performance, sales and growth.

- Established in 1999 by Felix Hagnö & Martin Lorentzon (Spotify co-founder)
- Active across 90 markets with a global partner marketing network
- Serves 3,000 advertisers and 180,000 publishers
- Proven technology, tracking & partner management expertise

### HOW IT WORKS



### KEY STATS

90

Markets

3,000

Advertisers

180,000

Publishers

18

Offices globally

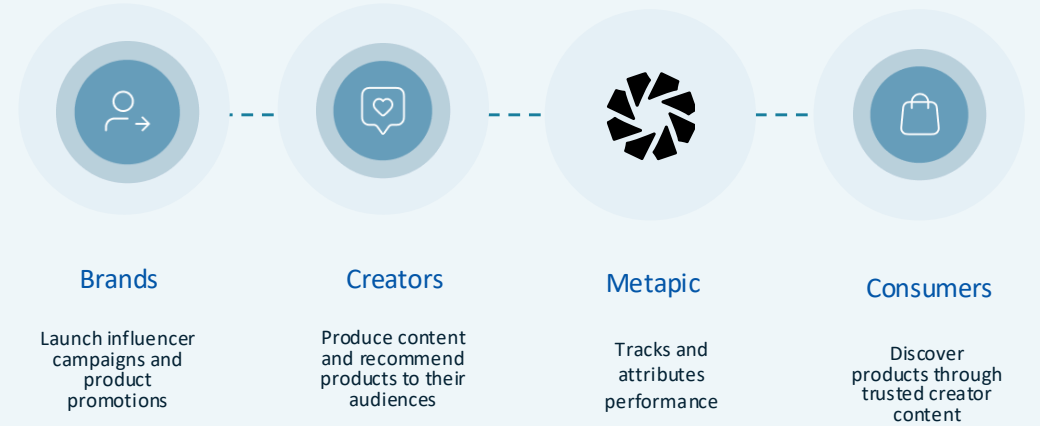
PORTFOLIO OF BRANDS



Metapic is a performance-based influencer marketing platform connecting brands with creators to drive measurable visibility & sales.

- Proprietary creator commerce platform turning influencer activity into measurable performance
- Matches brands with relevant creators & audiences for targeted campaigns
- Delivers real-time, full-funnel transparency from reach through to conversion
- Measures ROI by campaign & creator to improve performance

HOW IT WORKS



KEY STATS

18+

Markets

2,000

Brands

100,000

Influencers

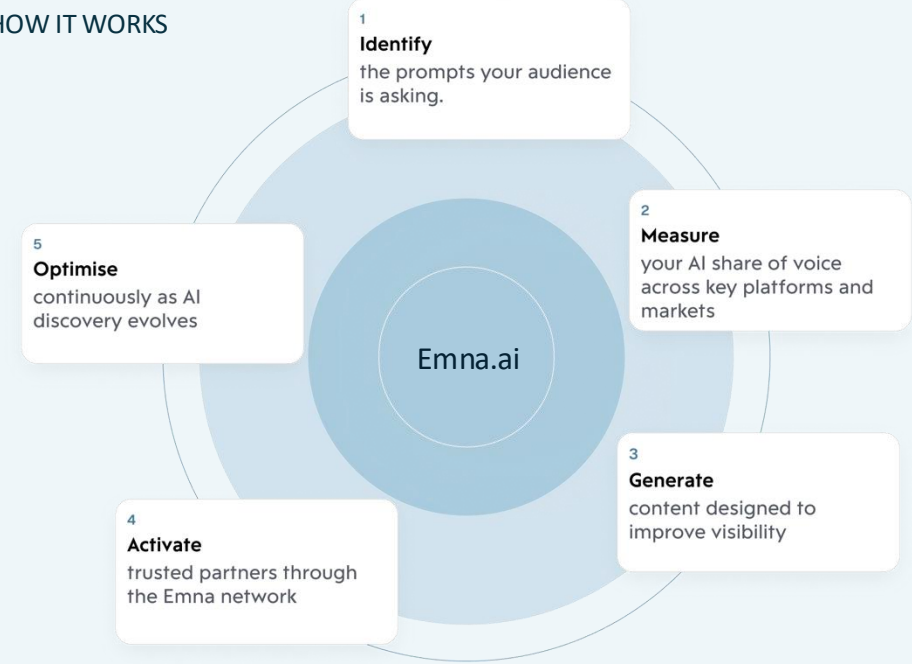
PORTFOLIO OF BRANDS



Emna AI is an AI visibility platform that helps brands understand, improve and activate their presence across AI-generated answer engines.

- It measures AI share of voice, explains what is driving brand visibility, and activates publisher and content supply to improve performance across platforms such as ChatGPT, Perplexity and Gemini.
- Activates GEO-optimised content through 180,000 publisher network, creating a unique route to influence AI discovery
- Creates new revenue opportunities through platform access, visibility campaigns and content activation

HOW IT WORKS



KEY STATS

**+83%**  
visibility uplift  
across AI prompts

**3**  
AI Platforms

**180,000**  
Partners

**AI Share of voice**  
Measured

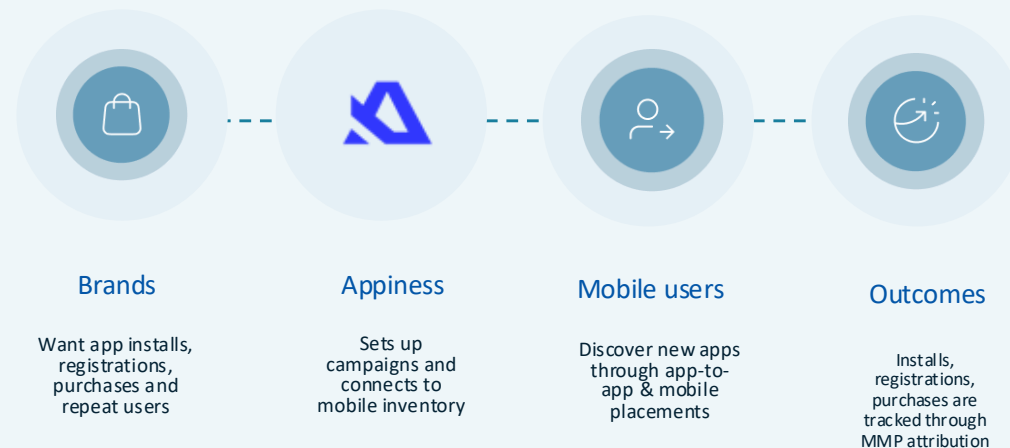
PORTFOLIO OF BRANDS



Appiness turns mobile app users into paying customers, globally.

- Performance-based app growth across CPI, CPA, CPR and CPS
- Drives measurable outcomes including installs, registrations and purchases
- Active across 25+ markets with mobile-first expertise & account management
- Connects brands to high-intent users through app-to-app, programmatic and mobile inventory

HOW IT WORKS



KEY STATS

25+

Markets

4m

App Installs

1m

New Orders

50m

Incremental Order Value

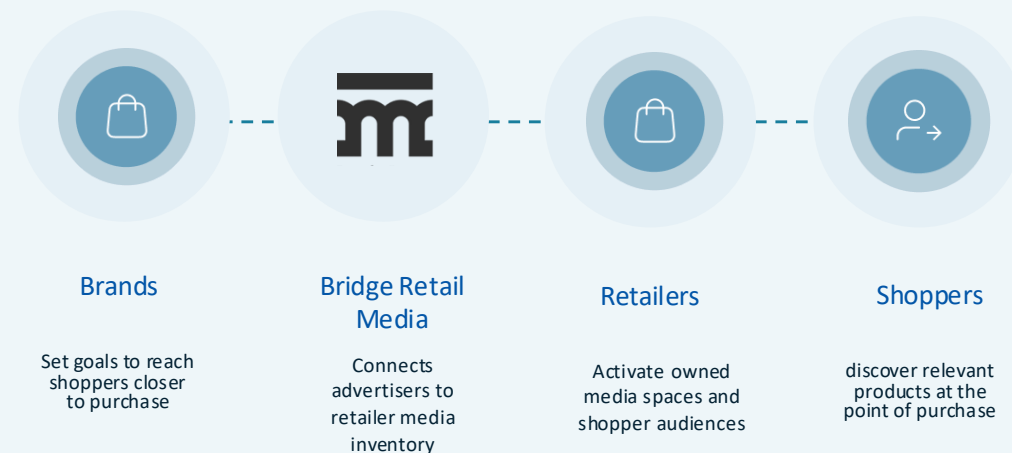
PORTFOLIO OF BRANDS



Bridge Retail Connects brands to retailers' media inventory, helping retailers unlock **high-margin revenue** and giving advertisers access to shoppers **closer to purchase**.

- Co-founded to build a European retail media network with entrepreneurs Daniel Weilar & Sebastian Schröder
- Connects brands to retailer's media to unlock high-margin revenues
- Solves fragmentation by giving advertisers access to multiple retailers through one integration

HOW IT WORKS



KEY INFORMATION

**European**

Retail Media Network

**High Margin**

For Retailers

**Point of purchase**

Brand visibility

**Multiple Retailers**

Through one integration

GROWTH STRATEGY

# 4 growth levers

## 1. Grow the core partner marketing business

Improve efficiency, margin and profitability in the stable core partner marketing business..

## 2. Accelerate high-growth channels

Accelerate Metapic, Appiness, Bridge Retail Media and Emna.ai across creator commerce, app marketing, retail media and AI-driven discovery.

## 3. Cross-sell the portfolio

Bring NYORDA's wider product portfolio to existing advertisers, increasing client value and group revenue potential.

## 4. Expand into new markets

Unlock growth through geographic expansion, supported by targeted M&A where it adds strategic capabilities or market reach.



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# Financial Performance



FINANCIAL INFORMATION

# 2025 Financial *Results*

REVENUE

SEK 2,222m

GROSS PROFIT

SEK 493m

ADJUSTED EBITDA

SEK 112m

CURRENCY-ADJUSTED GROWTH

+8% revenue  
+11% GP



FINANCIAL INFORMATION

# 2025

## *performance in detail*

Revenue growth +5% to SEK 2,222m (8% organic)

Gross profit +8% to SEK 493m (11% organic)

Adjusted EBITDA SEK 112m (96) with a 23% margin

Strong operating cash flow of SEK 122m (56)

Partner Marketing revenue SEK 1,985m

Influencer Marketing revenue SEK 238m, +32% YoY



SHAREHOLDERS

# Ownership *structure*

## Ten largest owner *Shareholdings*

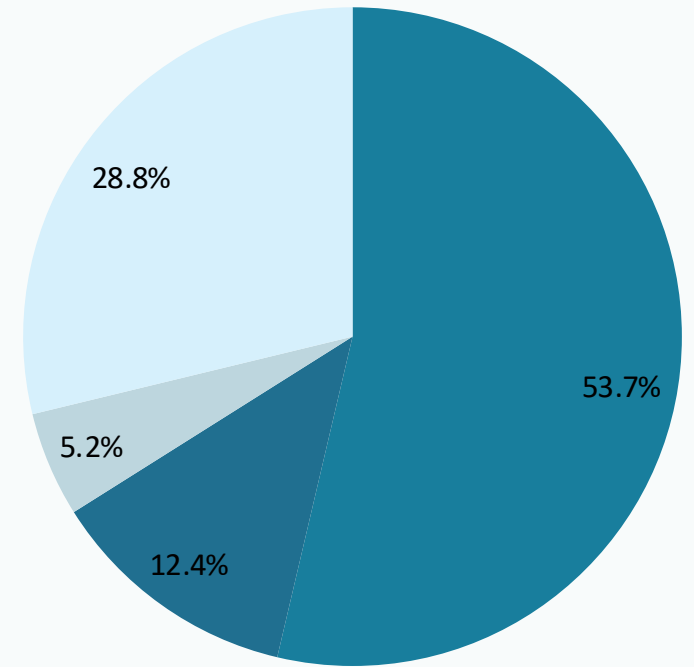
Reworld Media S.A.	32,879,519	54.4%
Ekstrand Corporate Advisors AB	8,420,000	13.9%
Jeansson Tedde	3,161,259	5.2%
Nordnet Pensionsförsäkring AB	1,230,492	2.0%
Försäkringsaktiebolaget Avanza Pension	1,113,465	1.8%
UBS SWITZERLAND AG, W8IMY/QI	743,299	1.2%
Thorsell Per Anders	738,006	1.2%
Bröms Magnus	61,045	0.1%
Bröms Lars Anders	605,909	1.0%
CLEARSTREAM BANKING S.A., W8IMY	579,091	1.0%
Other	10,887,968	18.0%
<b>Total</b>	<b>60,420,053</b>	<b>100.0%</b>
<b>Reworld Media S.A.</b>	<b>32,879,519</b>	<b>54.4%</b>

SHAREHOLDERS

# Stock *information*



Shareholder Structure



- Reworld Media
- Ekstrand Corporate Advisors
- Theodor Jeansson
- Others



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# Thank you

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