



NYORDA
GROUP

formerly Tradedoubler

INVESTOR PRESENTATION

Driving the future of *brand discovery*

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



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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



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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*





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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



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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*



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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



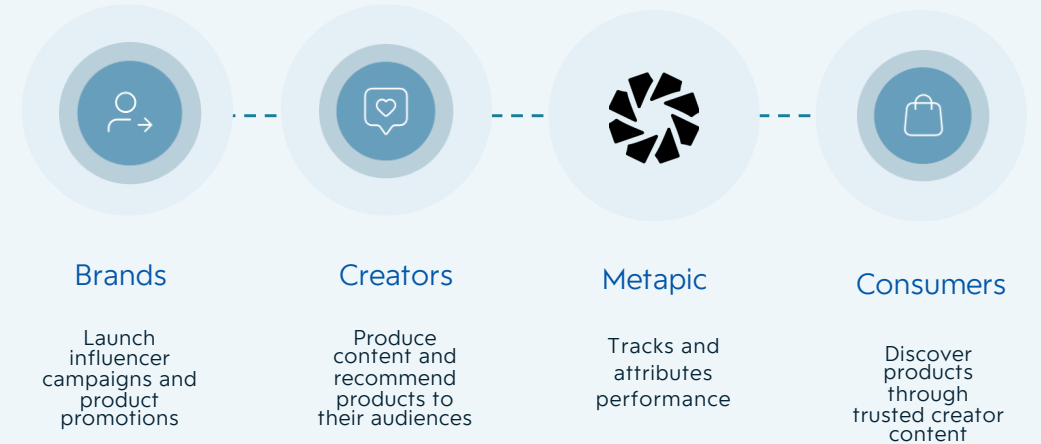
PORTFOLIO OF BRANDS



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



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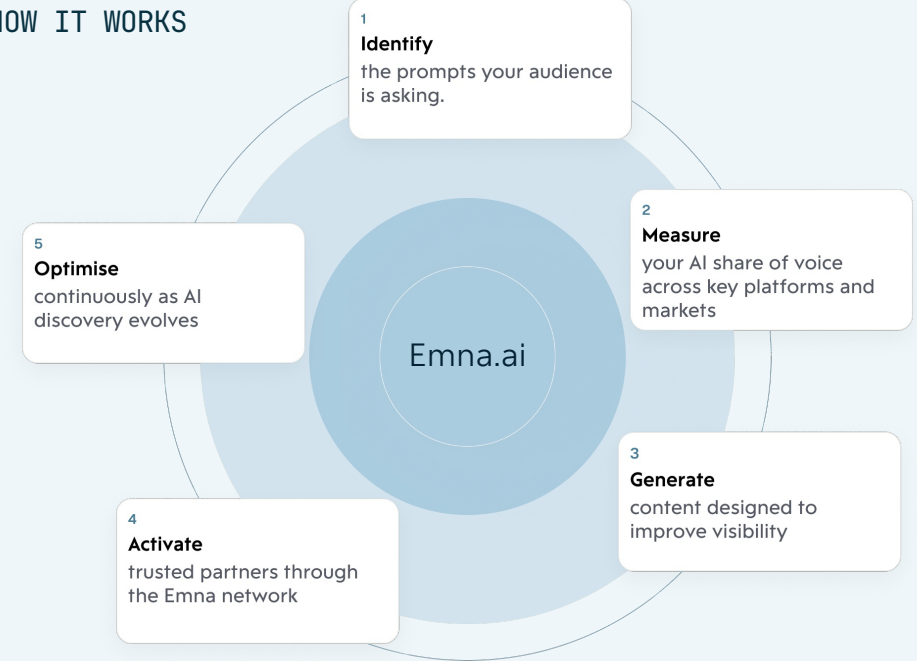
PORTFOLIO OF BRANDS



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



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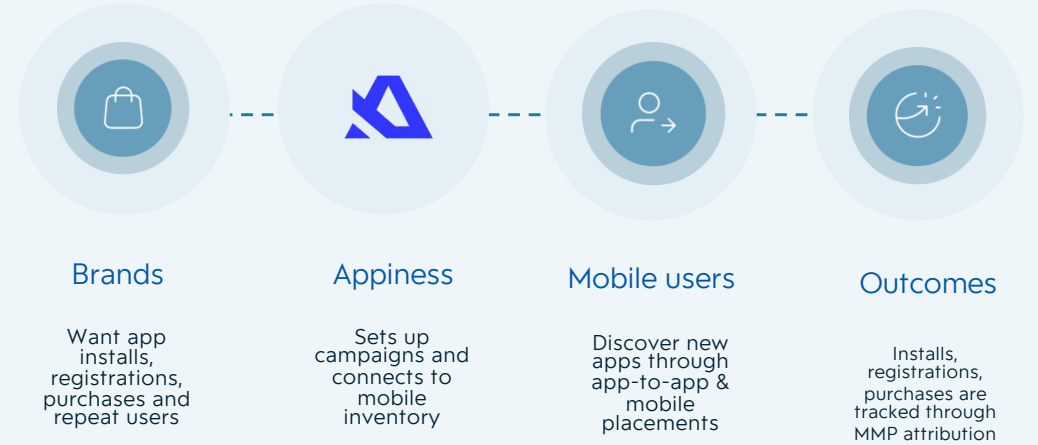
PORTFOLIO OF BRANDS



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



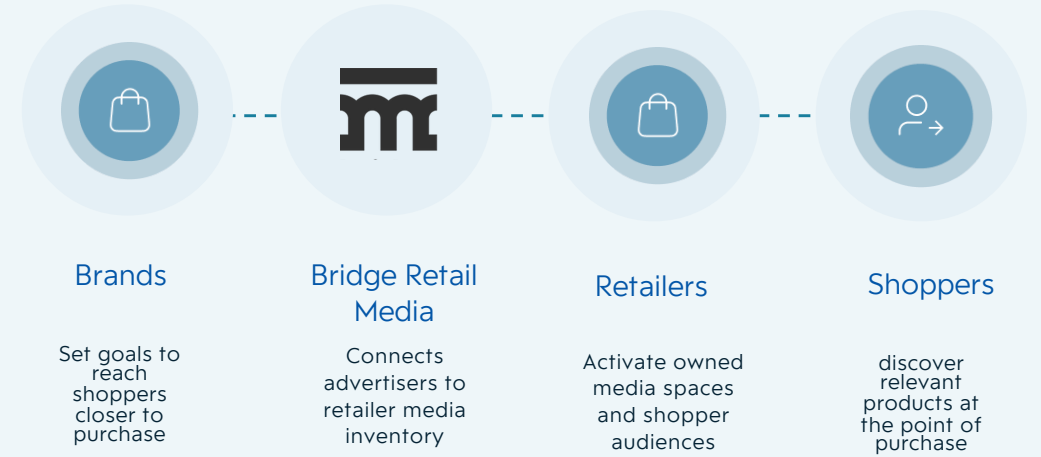
PORTFOLIO OF BRANDS



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*



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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*

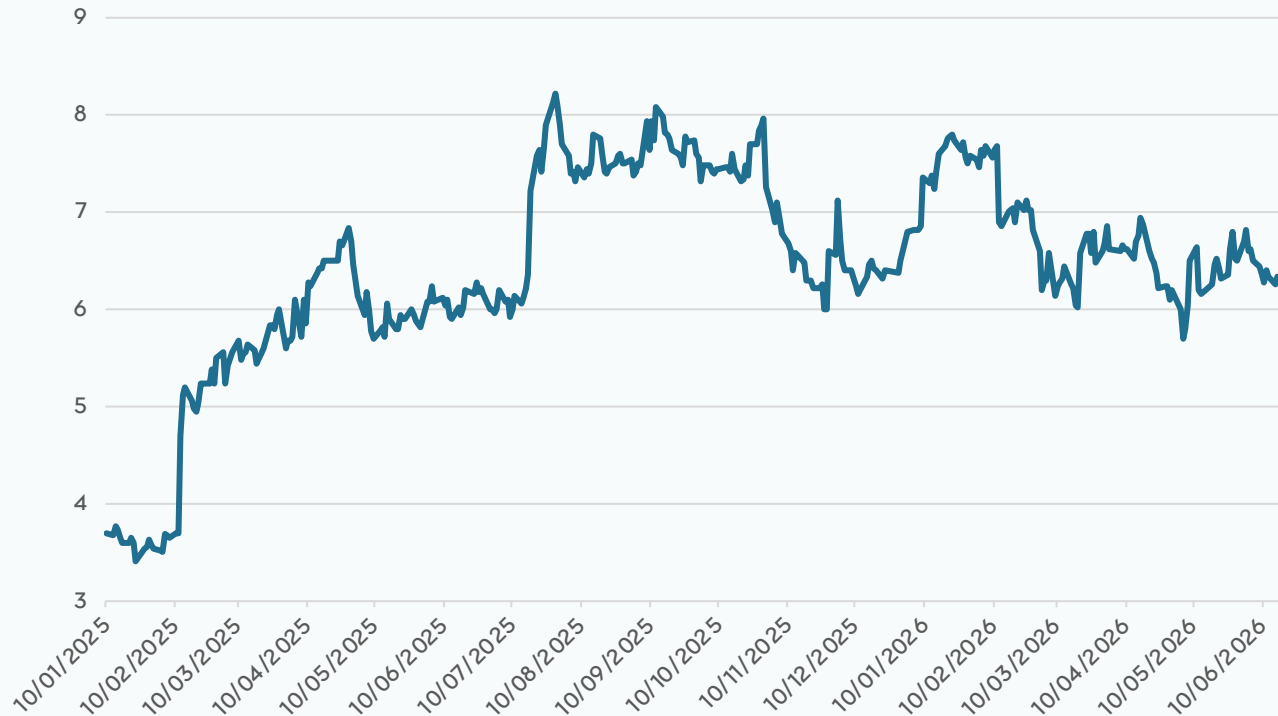
Ten largest owner *Shareholdings*

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%
Total	60,420,053	100.0%
Reworld Media S.A.	32,879,519	54.4%

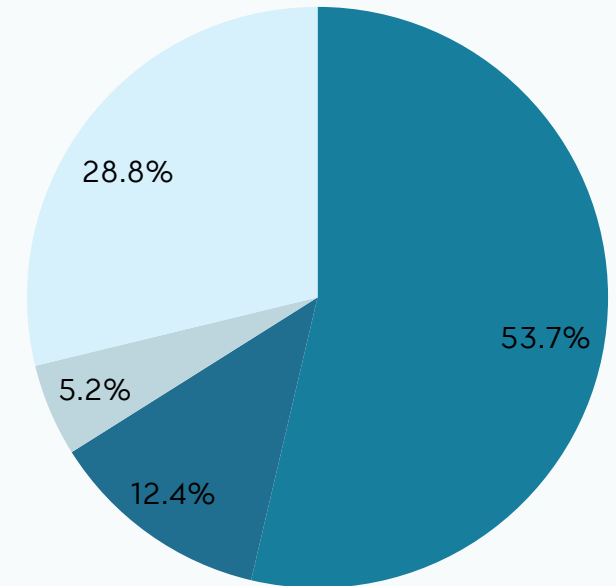


SHAREHOLDERS

Stock *information*



Shareholder Structure



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



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Thank you

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