PRESS RELEASE
07 September 2026 15:00:00 CEST

NYORDA buy-backs of own shares

NYORDA Aktiebolag (publ) ("NYORDA" or the "Company") has, during the period August 31 – September 04, 2026, repurchased a total of 17,745 ordinary shares within the framework of the share buyback program launched by the Board of Directors under the authorization granted at the Annual General Meeting on June 5, 2026.

The buyback program, which NYORDA announced on June 15, 2026, is carried out in accordance with the EU Market Abuse Regulation (EU) No. 596/2014 ("MAR") and the Commission Delegated Regulation (EU) No. 2016/1052 (the "Safe Harbour Regulation").

Date	Aggregated daily volume (number of shares)	Volume-weighted average price per day (SEK)	Transaction value per day (SEK)
31.08.2026	10,715	6.5600	70,290
01.09.2026	2,150	6.43163	13,828
03.09.2026	3,400	6.49353	22,078
04.09.2026	1,480	6.4600	9,561

All acquisitions have been carried out on Nasdaq Stockholm on behalf of NYORDA by Mangold Fondkommission AB, which makes its trading decisions regarding the timing of share purchases independently of NYORDA. Following the above acquisitions, NYORDA's holding of treasury shares as of September 4, 2026, amounted to 5,677,561 shares where of 1,468,321 ordinary shares and 4,209,240 C-shares. The total number of shares in NYORDA amounts to 65,445,838 whereof 61,236,598 ordinary shares and 4,209,240 C-shares and the total number of votes amounts to 65,445,838.

From June 15, 2026, up to and including September 4, 2026, a total of 265,002 ordinary shares have been repurchased within the framework of the program. In total, a maximum of 1,132,025 ordinary shares may be repurchased.

For further information, please contact:
Matthias Stadelmeyer, CEO NYORDA
Phone: +46 8 405 08 00
Email: ir@nyorda.com

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About NYORDA AB
NYORDA AB, formerly Tradedoubler AB, is a Swedish public limited liability company listed on Nasdaq Stockholm. NYORDA is the umbrella group brand for Tradedoubler, Metapic, Appiness, Bridge Retail Media and EmnaAI.

NYORDA exists to help brands grow in a new era of digital discovery. As search, social, commerce, apps, retail media and AI-powered environments reshape how consumers find, compare and choose brands, NYORDA brings together specialist businesses that help brands increase visibility, strengthen relevance and drive measurable growth.

Together, the Group's businesses support brands across affiliate and partner marketing, influencer marketing, app marketing, retail media and AI-driven search visibility. NYORDA is driving the future of brand discovery by helping brands grow across a changing digital marketing ecosystem.

More information is available at **https://nyorda.com/**.