NYORDA GROUP

PRESS RELEASE
28 September 2026 14:00 CEST

NYORDA buy-backs of own shares

NYORDA Aktiebolag (publ) ("NYORDA" or the "Company") has, during the period September 21 – September 25, 2026, repurchased a total of 14,427 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)
21.09.2026	2,300	6.5	14,950
22.09.2026	4,000	6.6	26,400
23.09.2026	3,916	6.56	25,689
24.09.2026	3,800	6.58	25,004
25.09.2026	411	6.64	2,729

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 25, 2026, amounted to 5,745,918 shares where of 1,536,678 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 25, 2026, a total of 333,359 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**

PRESS RELEASE
28 September 2026 14:00 CEST

The information was submitted for publication, through the agency of the contact person set out above, 2026-09-28 14:00 CEST

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.