

 Early Warning System

EIB-20240570

DANADS II (IEU FT)



Quick Facts

Countries	Sweden
Financial Institutions	European Investment Bank (EIB)
Status	Approved
Bank Risk Rating	U
Voting Date	2025-06-27
Borrower	DANADS INTERNATIONAL AB
Sectors	Industry and Trade
Investment Type(s)	Loan
Investment Amount (USD)	\$ 24.61 million
Project Cost (USD)	\$ 52.74 million



Project Description

According to the Bank's website, the project focuses on the further enhancement of the promoter's self-serve advertising platform by developing and using advanced machine learning algorithms and natural language processing as well as by investing in sales and marketing resources to expand market reach, all in order to improve the advertising experience for media owners, brands, and consumers.

The aim is to support research, development and innovation (RDI) investments, which includes developing a suite of AI-powered assistants using advanced machine learning algorithms and natural language processing, and the overall growth in target markets through dedicated marketing resources.



Early Warning System Project Analysis

According to the Environmental and Social Data Sheet, based on the environmental, climate and social information and based on the review of the likely significant environmental, climate and social risks and impacts and the mitigation measures and management systems in place, the Project is deemed to have low residual environmental, climate and social risks and impacts.



Investment Description

- European Investment Bank (EIB)

A loan of €21 million (around 230 million Swedish kronor).



Private Actors Description

Established in 2013 and headquartered in Stockholm, Sweden, *DanAds* is the leading provider of self-serve advertising and automation technology, helping publishers and media companies to offer automated, white-labeled ad selling & buying platforms. DanAds empowers buyers and sellers to manage campaigns directly, providing full control over proposals, negotiation, targeting, budgeting, and performance tracking. By streamlining the ad buying process and reducing operational costs, DanAds helps publishers maximize revenue while offering a seamless and transparent experience for advertisers.



Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	DANADS INTERNATIONAL AB	Client	-



Contact Information

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ACCESS TO INFORMATION

You can submit an information request for project information at: <https://www.eib.org/en/infocentre/registers/request-form/request-form-default.htm>

ACCOUNTABILITY MECHANISM OF EIB

The EIB Complaints Mechanism is designed to facilitate and handle complaints against the EIB by individuals, organizations or corporations affected by EIB activities. When exercising the right to lodge a complaint against the EIB, any member of the public has access to a two-tier procedure, one internal - the Complaints Mechanism Office - and one external - the European Ombudsman. A complaint can be lodged via a written communication addressed to the Secretary General of the EIB, via email to the dedicated email address: complaints@eib.org, by completing the online complaint form available at the following address: <http://www.eib.org/complaints/form> via fax or delivered directly to the EIB Complaints Mechanism Division, any EIB local representation office or any EIB staff. For further details, check:

http://www.eib.org/attachments/strategies/complaints_mechanism_policy_en.pdf

When dissatisfied with a complaint to the EIB Complaints Mechanism, citizens can then turn towards the European Ombudsman. A memorandum of Understanding has been signed between the EIB and the European Ombudsman establishes that citizens (even outside of the EU if the Ombudsman finds their complaint justified) can turn towards the Ombudsman on issues related to 'maladministration' by the EIB. Note that before going to the Ombudsman, an attempt must be made to resolve the case by contacting the EIB. In addition, the complaint must be made within two years of the date when the facts on which your complaint is based became known to you. You can write to the Ombudsman in any of the languages of the European Union. Additional details, including filing requirements and complaint forms, are available at:

<http://www.ombudsman.europa.eu/atyourservice/interactiveguide.faces>



Bank Documents

- [Environmental and Social Data Sheet \(ESDS\) - DANADS II \(IEU FT\)](#)

Media

- [Sweden: EIB backs DanAds to accelerate advertising technology to compete with tech giants](#)



Other Related Projects

- EIB-20220300 FUTURE TECH (INVESTEU VD) PL