



## PRESS RELEASE

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### TradeDoubler invests in technology for behavioural targeting

Today, TradeDoubler has signed a license and partnership agreement with Adaptlogic regarding technology for behavioural targeting advertising. The partnership aims to implement Adaptlogic's technology for behavioural targeting in TradeDoubler's existing operations, as well as to continue developing the technology together.

Each month, TradeDoubler registers an average of 23 billion advertising impressions in its systems. A higher conversion rate for the number of impressions to real business transactions, such as sales and customer registrations, increases profitability and efficiency for advertisers, for websites where advertisements are displayed and for TradeDoubler as an intermediary. An improved conversion rate means that advertisements produce greater returns for advertisers and advertising inventory generates higher returns for websites. TradeDoubler's role as intermediary then becomes increasingly valuable to the advertisers and to the websites on which TradeDoubler administrates advertising inventory alike.

During the first half of 2009, the technology will be implemented in TradeDoubler's advertising system and used in TradeDoubler's campaign products. The improved advertising platform will be implemented initially in the Swedish market and then rolled out in TradeDoubler's other markets. The technology will be further developed on a continual basis, and the partnership will extend over a three-year period.

"This investment is in line with TradeDoubler's goal to improve the conversion rate for advertising impressions to real business transactions. During the autumn, we tested the technology on a number of customers and the results have surpassed all expectations. Improved target group adaptation is essential for continued success in result-based digital marketing. Until now we have only been scratching the surface of what is possible, and we will continue to prioritise further development within this area," commented William Cooper, CEO TradeDoubler.

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#### TradeDoubler redefines the marketing landscape

TradeDoubler is a global digital marketing company offering a range of performance-based marketing solutions. TradeDoubler's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales, leads or traffic or drive brand awareness. Headquartered in Stockholm, Sweden, the company boasts a unique global reach spanning 19 countries in Europe and Japan. With a breadth of expertise across multiple industry sectors and a network of more than 128,000 website publishers, TradeDoubler helps deliver results for 1,730 advertisers including a mix of local and international companies such as Apple Store, Dell, TeliaSonera and Kelkoo. TradeDoubler is listed on Nasdaq OMX Stockholm Exchange. Please visit [www.tradedoubler.com](http://www.tradedoubler.com) for further information.