

Press release

3 November 2010

TradeDoubler changes the organization

- Laying the foundation for faster growth than the market

TradeDoubler is establishing a new business structure, market structure and organization in line with the strategy announced in October. The goal is to grow faster than the market with scalable profitability.

In October, TradeDoubler presented a new strategic focus, whose pillars are "One performance-based world-class network", "One cost-efficient company" and "One sales and results-driven corporate culture". In line with this strategy, improvements are now being made to the business structure, market structure and organisation.

"We want to continue developing a strong sales- and results-driven culture within TradeDoubler where the clients' needs and development are in focus", says TradeDoubler's CEO Urban Gillström.

TradeDoubler is establishing six new market units which will report to the CEO:

- **Market unit North West** (UK and Ireland), headed by Simon Burgess.
- **Market unit South West** (Spain and Portugal), headed by Juan Sevillano.
- **Market unit France**, headed by Frédéric Prigent.
- **Market unit South East** (Italy), headed by Vittorio Lorenzoni.
- **Market unit Central Europe** (Germany, Switzerland, Austria, Netherlands and Belgium), Recruitment for this position is ongoing.
- **Market unit North East** (Sweden, Denmark, Norway, Finland, Poland, Russia and Lithuania), Recruitment for this position is ongoing.

TradeDoubler has many international clients and a major focus is now being placed on organising the business in order to deliver even better service and results to those clients. The account management is being placed in the market units with a clear focus on providing a competitive offering to the international clients in all countries. Furthermore the new structure will make new market establishments faster and more efficient.

A new **Sales and Marketing** key function is being created centrally, which will report to the CEO. This function will be responsible for driving the Group's sales and developing the company's market organisation in order to establish a performance-based world-class network. Recruitment for this position is ongoing.

Search and Technology are being set up as separate business units in line with the business structure. Chris Simpson is head of the business unit Search and Matthias Stadelmeier is head of the business unit Technology. Both report to the CEO.

Other staff functions and product operations will remain unchanged. The new organisation is effective from January 1, 2011.

Björn Lindberg, currently Chief Operating Officer (COO), will leave TradeDoubler at year-end

in order to pursue new challenges.

"We would like to thank Björn Lindberg for his great efforts over many years which have contributed to TradeDoubler's strong market position and wish him good luck with his new challenges", says Urban Gillström.

For further information, please contact:

Urban Gillström, President and CEO

phone: +46(0)70-7857600, e-mail: urban.gillstrom@tradedoubler.com

Erik Skånsberg, CFO

phone: +46(0)70-2647035, e-mail: ir@tradedoubler.com

About TradeDoubler

TradeDoubler helps companies improve their online results, both by increasing sales and by increasing brand awareness. The core business is performance-based online marketing. With a network of over 130,000 web publishers, TradeDoubler helps more than 1,800 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 75 per cent of Europe's e-commerce consumers. Among the advertisers are Apple Store, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at www.tradedoubler.com.