

Press release

6 October 2011

TradeDoubler sees impact of new strategy

TradeDoubler, the number one European performance-based marketing company, announced at its Capital Markets Day, that the strategy adopted last year is now having a clear impact on operations.

"We can see that the strategy is having impact on our business. We are on track to achieving good scalability, and therefore expect to deliver profitable growth," said CEO Urban Gillström.

Market analysts forecast an annual growth in online business in retail, travel and advertising of on average 9-10 per cent until 2015.

"The growth in the online market continues. When customers are reviewing their costs, TradeDoubler benefits by so clearly driving their sales. We are not immune to the economy, but we operate in a market with underlying growth," said CEO Urban Gillström. "TradeDoubler continues to aim to outperform the market."

TradeDoubler aims to grow both in existing markets, in the mobile area and in new geographic markets. The market on mobile devices is currently undergoing rapid growth, albeit from a low level. Growth in new countries will take place from existing market units and in collaboration with local partners, which means that it will be achieved at relatively low cost. Russia is also a growth area.

The Capital Markets Day gathered around 70 participants. Aside from CEO Urban Gillström, speakers also included Alain Heureux, President of the trade organization IAB Europe, Alexander Bock, Director Online Marketing at Arvato, TradeDoubler's CCO Elaine Safier, CTO Jonas Flodh and the heads of the Market Units France and Central, Frederic Prigent and Dr. Falk von Westarp. Webcasts and presentations are posted on TradeDoubler's website under the tab Investors, <http://www.tradedoubler.com/cp-en/investors/>

For more information, please contact:

Urban Gillström, President and CEO, 070-785 76 00 or urban.gillstrom@tradedoubler.com

Erik Skånsberg, CFO, 070-264 70 35 or erik.skansberg@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 138,000 web publishers, TradeDoubler helps more than 1,900 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, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More on www.TradeDoubler.com