

Press release

May 9, 2012

Report from TradeDoubler's annual general meeting

The annual general meeting of TradeDoubler AB (publ) was held yesterday on 8 May 2012, at the company's premises on Sveavägen in Stockholm.

Dividend

The annual general meeting approved the board of directors' proposed dividend of SEK 64 016 174 (SEK 1.50 per share). The record date for dividends is on 11 May 2012. The dividends are expected to be disbursed by Euroclear Sweden AB on 16 May 2012.

Remuneration to the board of directors and auditors

The annual general meeting resolved on remuneration to the board of directors and auditors in accordance with the nomination committee's proposal.

Board of directors and auditor

Regular board members Mats Sundström, Kristofer Arwin, Martin Henricson, Caroline Sundewall, Simon Turner and Heléne Vibbleus Bergquist were re-elected. Mats Sundström was elected as chairman of the board of directors. Martina King declined re-election.

Proposal on nomination committee for the 2013 annual general meeting

The annual general meeting resolved in accordance with the nomination committee's proposal regarding the resolution of nomination committee for the 2013 annual general meeting.

Principles for remuneration and other conditions of employment for the company management

The annual general meeting resolved in accordance with the board of directors' proposal on principles for remuneration and other conditions of employment for the company management.

Performance Related Share Program 2012

The annual general meeting resolved to adopt the board of directors' proposal of Performance Related Share Program 2012, which essentially corresponds to the Performance Related Share Program 2011. The program involves the implementation of a long-term Performance Related Share Program 2012 that covers maximum 260 000 shares (and further including a maximum of 50,000 shares as hedge for social security fees) for 17 key employees including the managing director. Allotment of Performance Shares is based on average annual percentage growth rate in earnings per share during the financial years 2012 to 2014 compared with the financial year 2011.

The annual general meeting further resolved in accordance with the board of directors' proposal to authorize the board of directors to resolve on acquisitions of a maximum of 310,000 shares, and on a transfer of those shares. A maximum of 260,000 shares may be transferred to participants of Performance Related Share Program 2012, whilst a maximum of 50,000 shares, before the 2013 annual general meeting, may be transferred on NASDAQ OMX Stockholm in order to cover certain expenses, mainly social security fees.

In order to fulfill obligations under the program resolved on the 2011 annual general meeting, Performance Related Share Program 2011, the annual general meeting resolved that the company shall be entitled to, prior the 2013 annual general meeting, on NASDAQ OMX Stockholm, transfer 18,616 shares in order to cover certain expenses, mainly social security fees.

Statutory board meeting

A statutory board meeting was held after the annual general meeting.

For the full details of each proposal adopted by the annual general meeting, please refer to www.tradedoubler.com.

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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 140,000 web publishers, TradeDoubler helps more than 2,000 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 70 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 information is available at www.TradeDoubler.com

The information in this press release is such TradeDoubler AB (publ) shall make public in accordance with Swedish securities market act and the financial instruments trading act. The information was made public on May 9, 2012 at 08:30 CET.