

Tradedoubler Appoints Andrew Buckman as Chief Operating Officer

Senior International Internet Executive to Drive and Manage Growth

London, UK and Stockholm, Sweden - 17 December 2012 - [Tradedoubler](#), the digital performance marketing and technology company, has appointed Andrew Buckman as Chief Operating Officer, effective 2 January 2013. Buckman will report to Tradedoubler CEO, Rob Wilson.

Buckman has more than 15 years of pan-European experience in senior revenue-generation, product and management roles and joins Tradedoubler from [Klarna](#), the online payments company, where he was Vice-President, Sales, responsible for international expansion.

Buckman honed his performance marketing expertise when working as Managing Director for [Webloyalty France](#) for more than three years, followed by a Vice-President of Strategic Partnerships role at [Criteo](#). Previous senior roles include five years at [Yahoo! Search Marketing](#) where he set up and ran the Product and Monetization organization and, as part of those responsibilities, oversaw the European deployment of new advertiser platform, Panama.

As Chief Operating Officer at Tradedoubler, Buckman will be responsible for leading the company's international team of Regional Directors; the international corporate client team and all client support functions.

"Welcoming Andrew to Tradedoubler completes our new senior management team. Andrew is a natural leader who not only sees the big picture, but has the operational focus and drive to help achieve it. His background in scaling fast-moving digital businesses, combined with his product marketing and sales experience and a keen commercial sense make him a very strong all-rounder who can help us achieve our ambitious goals," says Rob Wilson, President & CEO, Tradedoubler.

Andrew Buckman, Chief Operating Officer, Tradedoubler, says: "The performance marketing sector is still showing very strong growth and I am determined to help Tradedoubler develop its share of the market. Operational efficiency and customer focus will be key to this role and I am looking forward to working with the team to ensure that Tradedoubler competes effectively."



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About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing and technology. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and remains the most successful pan-European affiliate marketing company, combining strategic international insight with detailed in-country expertise. It helps 2,000 advertisers achieve their business goals through its high quality affiliate network of 140,000 publishers and was the first to offer an integrated e- and m-commerce offering to help advertisers extend their online programmes to users on mobile devices.

Tradedoubler is committed to close collaboration with each customer, helping them to generate revenue and succeed on a national and international scale. Among Tradedoubler's advertisers are American Express, ClubMed, Dell, Disney, Expedia and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange.

Tradedoubler discloses the information provided herein pursuant to the Swedish Securities Markets Act. The information was submitted for publication on 17 December 2012 at 09.15 a.m. CET.

