

Stockholm, 24 June 2013

## Utilization of authorization in TradeDoubler AB to repurchase and transfer own shares

The 2013 Annual General Meeting of Tradedoubler resolved to authorize the Board of Directors to resolve on the repurchase of the company's own shares in order to ensure delivery of shares to participants in Tradedoubler's Performance Related Share Programme 2013 for key employees. Tradedoubler hereby announces that the Board of Directors has resolved to utilize the authorization for this purpose.

The repurchase of shares may take place on NASDAQ OMX Stockholm up until the next annual general meeting at a price within the from time to time registered share price interval. Repurchase of shares may not take place during a period of 30 days prior to the release of a financial report, including the day of the release. A maximum of 345,000 shares may be repurchased.

The Board of Directors has, for the same purpose, further resolved to transfer the company's own shares to participants in Tradedoubler's Performance Related Share Programme 2013. A maximum of 365,000 shares may be transferred up until 31 December 2016.

The total number of shares in TradeDoubler AB amounts to 42,807,449. The company holds 130,000 own shares.

*The information in this announcement is required to be disclosed by TradeDoubler AB under the Swedish Securities Markets Act (Sw. lagen om värdepappersmarknaden). This information was released for publication at 08.30 CEST on June 24 2013.*

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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 performance marketing company, combining strategic international insight with detailed in-country expertise. It helps 2,000 advertisers achieve their business goals through its high quality 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. More information can be found on [www.tradedoubler.com](http://www.tradedoubler.com)

