

Tradedoubler announces efficiency improvements, CFO Tomas Ljunglöf has resigned

Stockholm 29 december 2015

As part of ongoing efficiency improvements, Tradedoubler has announced that it will reduce permanent staff by around ten employees. The reduction relates to the company's management and other overheads. One-off costs relating to this restructure during Q4 are estimated to be 10 MSEK.

Tomas Ljunglöf, CFO of Tradedoubler has resigned and will leave the company at the latest in August 2016.

"I want to use this opportunity to thank Tomas for his strong performance during the last two years." says Matthias Stadelmeyer, CEO of Tradedoubler. "Tomas and his teams have contributed greatly in the work to turn around Tradedoubler. On behalf of the Board and the management I wish Tomas the best of luck for the future."

During Q1 2016 Tradedoubler will continue to roll out its new performance marketing solution that brings new customers to the businesses of its clients. The efficiency measures announced by Tradedoubler will ensure that the company is well placed to continue to develop and launch new client-focused solutions that enable it to expand its addressable market and deliver smarter digital marketing ROI for its clients.

For more information, please contact:

Matthias Stadelmeyer, CEO of Tradedoubler Tel: +49 (0)89 2158 72 290;
matthias.stadelmeyer@tradedoubler.com

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, Disney, Expedia and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

