

## Tradedoubler publishes bond prospectus and applies for listing of its bond loan on NASDAQ OMX Stockholm

On 11 December 2013, TradeDoubler AB (publ) announced that the company had decided to issue a SEK 250 million bond loan within a total framework amount of SEK 375 million on the Swedish bond market. The tenure of the bond is 5 years and it has an annual coupon of 6.75 percent.

The company has applied for listing of the bonds on NASDAQ OMX Stockholm and the first day of trading is expected to be 15 January 2014. In relation to the listing, the company has prepared a prospectus which has been approved by the Swedish Financial Supervisory Authority. The prospectus is available on the company's website [www.tradedoubler.com](http://www.tradedoubler.com), and on the website of the Swedish Financial Supervisory Authority [www.fi.se](http://www.fi.se).

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TradeDoubler AB (publ.)

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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, 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)

