

## Press release

5 October 2010

### **TradeDoubler introduces new business structure – Core business is brought together in Network**

**TradeDoubler introduces a new business structure starting from 2011, in which its core businesses – Affiliate and Campaign – are gathered into Network. Search and Technology will become independent units.**

At today's Capital markets day, TradeDoubler presents its new strategic focus where the business structure is an important part. The new business structure facilitates for TradeDoubler to execute its strategy in which the quality of the network, greater internal efficiency and a strong sales culture are important pillars.

"TradeDoubler's focus will be to provide a world-class network, increase our own efficiency and create a strong sales culture. To succeed in our ambition to grow faster than the market we need to create a higher transparency – towards clients, publishers, partners, media agencies and employees," says TradeDoubler's CEO Urban Gillström.

In the new organization, local units will have greater sales focus with clear targets for sales and profitability as well as responsibility for developing the relationships with advertisers, publishers and media agencies. Network should have a leading position in all countries where TradeDoubler operates.

Search and Technology will independently sharpen their offerings based on their respective strengths, in order to become stand-alone complementary units. The first priority for Search is to return to profitability.

In 2010, Network is expected to generate 85 per cent of group gross profit, while Search and Technology are estimated to generate 6 per cent and 9 per cent respectively of group gross profit.

The Capital markets day that starts at 13.00 CMT will be webcasted live, see [www.tradedoubler.com/cp-en/investors/](http://www.tradedoubler.com/cp-en/investors/).

#### **For further information, please contact:**

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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 130,000 web publishers, TradeDoubler helps more than 1,800 advertisers worldwide to reach their business goals. The company has a unique reach being able to address around 75 per cent of Europe's e-commerce consumers. Among the advertisers are Apple Store, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at [www.tradedoubler.com](http://www.tradedoubler.com).