

Press release

April 20, 2011

New segment reporting as from January 1

As of 1 January 2011, TradeDoubler applies a new segment reporting where segments consist of six market units within Network as well as the business units Technology and Search.

The new financial reporting reflects the new organization announced in November 2010. In the new segment reporting, shared costs are allocated to segments, and are thus no longer as a separate item.

Within Network, TradeDoubler's operations in Affiliate and Campaign are included. The market units that are reported are:

- Central (Germany, Switzerland, Austria, Netherlands and Belgium)
- France
- North East (Sweden, Denmark, Norway, Finland, Poland, Russia and Lithuania)
- North West (UK and Ireland)
- South East (Italy)
- South West (Spain and Portugal)

Technology licenses TradeDoubler's technology platform for online marketing to larger customers. The Search unit is active in search engine marketing.

The attached tables show comparative figures for 2009 and 2010.

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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 138,000 web publishers, TradeDoubler helps more than 1,900 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, American Express, Dell, Disney, Expedia, lastminute.com and Nokia. The share is listed on Nasdaq OMX. More information is available at www.TradeDoubler.com

KSEK								
All Gross profit	2009Q1	2009Q2	2009Q3	2009Q4	2010Q1	2010Q2	2010Q3	2010Q4
Market Unit Central	34,960	37,183	27,467	30,591	28,546	29,053	27,307	35,452
Market Unit France	30,688	25,706	21,189	26,931	26,720	24,670	24,810	29,773
Market Unit North East	30,645	33,918	22,754	33,531	29,125	31,657	29,013	35,859
Market Unit North West	27,578	27,997	24,022	24,524	26,288	23,716	26,558	29,734
Market Unit South East	15,574	16,394	10,908	11,832	13,635	14,713	13,305	15,373
Market Unit South West	13,622	15,956	12,612	12,663	12,039	11,269	12,124	10,862
Total Network	153,067	157,154	118,952	140,072	136,353	135,078	133,117	157,053
Technology	18,735	17,374	14,535	17,616	15,540	15,339	13,184	14,215
Search	15,018	12,912	9,888	14,570	11,977	8,360	8,382	9,817
Total Group	186,820	187,440	143,375	172,258	163,870	158,777	154,683	181,085

KSEK								
EBIT	2009Q1	2009Q2	2009Q3	2009Q4	2010Q1	2010Q2	2010Q3	2010Q4
Market Unit Central	2,383	5,680	-3,902	-153	557	-108	1,797	5,385
Market Unit France	10,142	8,970	3,077	8,110	6,794	5,034	7,536	8,291
Market Unit North East	-947	2,920	-6,639	1,874	-1,889	801	2,544	3,915
Market Unit North West	4,731	5,229	3,716	3,635	1,788	-758	4,095	6,590
Market Unit South East	4,617	5,324	1,047	1,597	3,837	4,185	4,322	4,179
Market Unit South West	1,459	4,352	1,302	1,159	2,432	2,067	3,610	1,421
Total Network	22,385	32,475	-1,399	16,222	13,519	11,221	23,904	29,781
Technology	8,794	7,527	5,311	9,718	7,417	7,098	6,627	6,635
Search	-4,475	-6,513	-9,428	-5,356	-4,900	-8,802	-5,732	-4,242
Non-recurring items	-	-	-180,339	-	-	-	-	-
Total Group	26,704	33,489	-185,855	20,584	16,036	9,517	24,799	32,174