

Tradedoubler investigates opportunity to issue a corporate bond

Tradedoubler investigates the opportunity and potential terms to issue a corporate bond. The company is active in markets which offer good growth opportunities and has recently taken several steps to further intensify efforts to return to profitable growth. The company's Board wishes to ensure that the company is well funded to fully capitalize on new and upcoming market opportunities and to attain a further vigilant and efficient cost structure. As a consequence, the company is looking into further financing capabilities, in addition to its strong balance sheet (net cash of SEK 186 m end of September 2013).

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For further information, please contact:

Rob Wilson
President and CEO
Phone: +44 7500667587
E-mail: rob.wilson@tradedoubler.com

Peter Larsson
COB
Phone: +46 84050800
E-mail: peter.larsson@monterro.se

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

