

TradeDoubler AB (publ) issues a SEK 250 million bond loan in the Swedish bond market

Tradedoubler has decided to issue a five-year senior unsecured bond of SEK 250 million with maturity on December 20, 2018. The bond loan will have a fixed interest of 6.75% and a total framework amount of SEK 375 million. Tradedoubler intends to apply for listing of the bond on NASDAQ OMX Stockholm.

Pareto Securities AB has acted as sole bookrunner and Gernandt & Danielsson has acted as legal adviser in the transaction.

“We are very pleased with the strong interest for the bond among investors. The oversubscribed issue strengthens our financial position further and it is an important step to improve long-term prospects for expansion”, said Rob Wilson, President and CEO of Tradedoubler.

Stockholm December 11, 2013
TradeDoubler AB (publ)

The information in this announcement is required to be disclosed by TradeDoubler AB (publ) under the Swedish Securities Markets Act (Sw. lagen om värdepappersmarknaden). This information was released for publication at 19.00 CET on December 11, 2013.

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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

