

Tradedoubler Appoints Richard Julin as Chief Revenue Officer

Senior international executive recruited to drive sales and revenue growth.

Tradedoubler, the digital performance marketing company, has appointed Richard Julin to the newly created role of Chief Revenue Officer, effective 7 January 2014. Julin will report to Tradedoubler President & CEO, Rob Wilson.

Julin joins Tradedoubler from Mediaplanet, a content marketing company, where he was CEO and President from January 2009 until March 2013. Prior to that, Julin held roles as COO at Mediaplanet and Sales Director at the Swedish TV companies TV3 and TV6.

As Chief Revenue Officer at Tradedoubler, Julin will be responsible for leading the company's team of Regional Directors and the international corporate client team.

Commenting on Julin's appointment, Rob Wilson said, "I am delighted that Richard is joining our senior management team. His operational experience in driving sales and revenue growth will play a key part in delivering the ambitious goals we have set in 2014."

Speaking about his appointment, Richard Julin said, "This is an exciting time to be joining Tradedoubler and I am looking forward to leading the drive for significant, long-term sales and revenue growth across the business."

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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

