Tradedoubler

# Tradedoubler appoints Tomas Ljunglöf as Chief Financial Officer

Tradedoubler, the digital performance marketing company, has appointed Tomas Ljunglöf as Chief Financial Officer, effective 27 January 2014. Ljunglöf will report to Tradedoubler President & CEO, Rob Wilson and will be a member of the Group Management Team.

Ljunglöf most recently held the position of CFO at ORC Group. He was a member of the executive management team, taking overall responsibility for the finance, human resources and legal functions as well as investor relations. He has also run his own financial consultancy business, counting Tradedoubler among his clients.

Welcoming Ljunglöf to Tradedoubler, Rob Wilson said, "I am delighted that Tomas is joining Tradedoubler. He has a strong track record in senior financial roles and will play a key part in our drive to deliver scalable, profitable growth."

Stockholm, January 20, 2014
TradeDoubler AB (publ.)

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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