

TradeDoubler AB: New Segment Reporting as from January 1, 2014

As from January 1, 2014, Tradedoubler has changed its segment reporting. Tradedoubler will report the geographical segments within Affiliate, the segment Technology and Other. Other primarily represents the non-strategic campaigns business. With the changes to the segment reporting the geographical segments within Affiliate and Technology will sum up to the core business, Performance Marketing.

The regions that will be reported as from January 1, 2014 are;

DACH: Austria, Germany, Switzerland

France & Benelux: Belgium, France, Netherlands

UK & Ireland: Ireland, UK

South: Brazil, Italy, Portugal, Spain

North: Denmark, Finland, Lithuania, Norway, Poland, Sweden

The change compared to previously is that the non-strategic campaign business is reported separately as part of Other. Furthermore Regions East and Nordic will be combined and reported as Region North.

As previously, costs of central business functions will be allocated per segment and costs of the CEO, finance, product development etc. will be reported separately. The segments will as previously be reported using net sales and EBITDA i.e. earnings before interest, taxes, depreciation and amortization.

The tables attached contain the comparable numbers for 2012 and 2013 according to the new segment reporting.

For further information, please contact:

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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 130,000 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

