

## Tradedoubler's CEO leaves his position - the company reports preliminary results for Q1

The Board of Tradedoubler has decided that President and CEO Rob Wilson will leave his position. Matthias Stadelmeyer has been appointed acting CEO and the work of recruiting a new president and CEO has been initiated. At the same time preliminary earnings figures for the first quarter of 2014 are disclosed:

SEKm	Q1 2014	Q1 2013
Net Sales	445	528
Gross Profit	101	119
EBITDA	12	19

- Retiring CEO Rob Wilson has successfully established Tradedoubler's support and service centre in Telford and simultaneously reduced the company's cost structure significantly. The revenue trend, however, has been disappointing for an extended period of time. We will now increase our focus on achieving growth. The Board considers that this requires a change in leadership and has initiated the search for a replacement for Rob Wilson, says Peter Larsson, Chairman of the Board of Tradedoubler.
- The recent restructure of the company, which means significant savings, the corporate bond issue of 250 million in December and the previously announced additions to the management team make the Board of Directors confident that the company is well positioned for the future, says Peter Larsson.

Acting CEO Matthias Stadelmeyer has worked at Tradedoubler since 2007 and has held various senior positions in the company over the years. Matthias has managed the company's technology division from London and has most recently been Regional Director for Germany, Austria and Switzerland and Vice President Operations.

Tradedoubler will release the complete report for the first quarter 2014 on May 6, 2014.

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*The information in this announcement is required to be disclosed by TradeDoubler AB under the Swedish Securities Markets Act (Sw. lagen om värdepappersmarknaden). This information was released for publication at 08.00 CET on April 22 2014.*



## 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](http://www.tradedoubler.com)

# Information

