

Tradedoubler appoints Bertil Lundell as Chief Technical Officer

Tradedoubler, the digital performance marketing company, has appointed Bertil Lundell as Chief Technical Officer, effective 1 January 2015. Lundell will report to Tradedoubler's CEO Matthias Stadelmeyer and will be a member of the Group Management Team.

Lundell most recently held the position of VP Engineering with overall responsibility for product development at Orc Group, Stockholm. He has a wealth of experience both as a developer and in managing and improving the product development process. In his new role he will drive an ambitious programme of product developments that is critical to the delivery of Tradedoubler's newly launched corporate strategy. Following the recruitment of 25 additional developers in Stockholm, Bertil Lundell's appointment complements Tradedoubler's product development team perfectly.

Welcoming Lundell to Tradedoubler, Matthias Stadelmeyer says, "I am delighted that Bertil is joining Tradedoubler. He has a strong track record in senior product development roles and will strengthen our capabilities and expertise in this critical area as we become the leader in delivering performance marketing results through our three core areas traffic, technology and expertise".

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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 18.00 CET on November 11, 2014.

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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

