

CEO, Chairman and board member acquire shares in TradeDoubler AB

TradeDoubler AB (publ.) announces that the following senior officials and insider persons have increased their holdings in the company:

- CEO Matthias Stadelmeyer has acquired 90 000 shares in the company. His holding after this purchase amounts to 100 000 shares.
- Peter Larsson, Chairman of the Board of Directors in the company, has purchased 190 000 shares. After the acquisition, his holding in the company is 440 000 shares.
- Board member Martin Ahrend has purchased 20 000 shares in the company. Martin Ahrend did not previously hold any shares.

The shares were acquired on Monday December 8, 2014.

Stockholm, December 10, 2014
TradeDoubler AB (publ.)

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 12:00 CET on December 10, 2014.

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 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

