

Tradedoubler finalises its Nordic regional structure

Tradedoubler has announced the final step in the establishment of a regional structure in the Nordics. It is closing the office in Oslo and large Norwegian clients will be managed by the team of performance marketing specialists in Stockholm. Kristoffer Klockare will continue in his role as Regional Director for the Nordic region.

Speaking about the announcement, Matthias Stadelmeyer, CEO said, “The establishment of regional structures within our European operation enables us to ensure that we deliver consistently high levels of performance marketing expertise to all our clients. Most of our Nordic clients operate across the region and this structure enables us to offer them a single point of contact for all their activity.”

The costs associated with the office closure are not significant. The number of employees in Oslo amounts to 7 people.

Stockholm, January 23, 2015
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 10.45 CET on January 23, 2015.

For further information, please contact:

Matthias Stadelmeyer, CEO Tradedoubler Phone: +46 8 405 08 00
Email: matthias.stadelmeyer@tradedoubler.com

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 one of 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 Accor, Disneyland Paris, Microsoft Store, HP, Expedia Group and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

