

Tradedoubler resolves on A new share issue of C-shares deviating from shareholders' preferential rights and repurchase of all C-shares as part of the company's incentive program

TradeDoubler Aktiebolag (publ) ("TradeDoubler") discloses today that the company's Board of Directors, by authorisation given by the Annual General Meeting as from 5 May 2015, has resolved to issue 3,120,000 C-shares, at a subscription price of SEK 0.40, *i.e.* corresponding to the share's quotient value, and to direct a repurchase offer of all C-shares in TradeDoubler to the subscriber of C-shares, Nordea Bank AB (publ), both resolutions as part of ensuring delivery of shares to participants under TradeDoubler's incentive program.

The share issue is made with deviation from the shareholders' preferential rights and is directed to Nordea Bank AB (publ). The reason for the deviation from the shareholders' preferential rights is to ensure delivery of shares to participants under the incentive program. As a consequence of the share issue, TradeDoubler's registered share capital will increase with SEK 1,248,000. Nordea Bank AB (publ) has undertaken to accept the repurchase offer.

The information in this announcement is required to be disclosed by TradeDoubler AB under the Swedish Securities Markets Act (Sw. lagen om värdepappersmarknaden) and/or the Swedish Financial Trading Act (Sw. lagen om handel med finansiella instrument). This information was released for publication at 10.45 CET on 3 September, 2015.

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 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 on the Stockholm Exchange. More information can be found on www.tradedoubler.com

