

2016-06-10

Tradedoubler the first to bring video to the performance arena by making strategic investment in DynAdmic

Tradedoubler, the international performance marketing company, has announced a minority investment in the video company DynAdmic.

Tradedoubler is a leading international performance marketing partner for more than 2,000 brands. It is developing its client-focused solutions portfolio to cover the full digital marketing spectrum and with the acquisition of a share in DynAdmic it is the first company to bring video into the performance arena.

DynAdmic was founded in 2012 to create a unique way for brands to connect with their audiences through targeted, contextual video. Based in France and with offices in North and South America, the company has 50 employees. They have created over 2,000 campaigns in 66 countries for more than 300 blue chip clients.

Through its partnership with DynAdmic, Tradedoubler will develop two distinct video offerings: it will create targeted premium video solutions for its clients and will develop an entirely new video network among its existing performance marketing partners.

This is the latest step in the development of Tradedoubler's expanded digital marketing offering which enables it to create smarter results for its clients.

In April, Tradedoubler launched TD Ventures, its business accelerator programme. The investment in DynAdmic is in line with Tradedoubler's strategy to nurture and invest in developing companies and start-ups.

Speaking about the investment in DynAdmic, Matthias Stadelmeyer, CEO Tradedoubler said, "This is an important step in the development of our multi-channel performance marketing offering. Video is an increasingly powerful communication channel and we are excited to include an innovative approach to targeted video advertising within our portfolio of client-focused solutions."

Stéphane Bonjean and Bruno Champion, co-founders of DynAdmic also commented, "DynAdmic has an innovative technology that identifies consumers and uses targeted video advertising to deliver relevant messages that create real impact. We are excited to be working with Tradedoubler to continue to innovate and take video into the performance arena."

The investment in DynAdmic will have only limited effect on Tradedoubler's financial results.

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 08.30 CET on June 10, 2016.



For further information, please contact:
Matthias Stadelmeyer, CEO Tradedoubler
Phone: +49 173 398 72 60
Email: matthias.stadelmeyer@tradedoubler.com

James Milne, VP Business Development, Tradedoubler,
Phone: +44 20 7798 5826
Email: james.milne@tradedoubler.com

Stéphane Bonjean, Founder and Chairman, DynAdmic
Phone: +1 347 707 9556

About Tradedoubler

Tradedoubler is an international leader in performance-based digital marketing, dedicated to the success of digital marketers through traffic, technology and expertise. Founded in Sweden in 1999, Tradedoubler pioneered affiliate marketing in Europe and has since developed its offering to include a suite of solutions that help digital marketers succeed. TD CONVERT is Tradedoubler's affiliate solution where advertisers pay only for results delivered. TD CONNECT is a white label global partner management platform that advertisers can use to manage their digital marketing activity. TD ENGAGE is Tradedoubler's programmatic solution that understands customers and identifies similar new customers, bringing them to a brand's business. TD ADAPT is a market-leading business intelligence tool that enables advertisers to visualise their digital marketing data to get the insights they need to ensure that all activity is optimised.

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, and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange.

More information can be found on www.tradedoubler.com

