

The Nomination Committee's proposal for board of TradeDoubler AB (publ)

The Nomination Committee has completed the work in preparation for the Annual General Meeting 2015.

The Committee proposes that Pascal Chevalier, Gautier Normand, Henrik Kvick, Peter Åström and Mikael Nachemson are elected as new members of Tradedoubler's Board and that Mernosh Saatchi is re-elected. Martin Henricson and Martin Ahrend have declined re-election. Peter Larsson and Thomas Bill have also declined re-election in view of that TradeDoubler recently received a new main shareholder. Pascal Chevalier is proposed to be elected as Chairman and Mikael Nachemson as the vice chairman of the Board, which according to the proposal will consist of six ordinary members and no deputies.

Pascal Chevalier is the Co-founder and CEO of Reworld Media S.A., board member of 50 Partners, Attractive Sport, Nextedia, Planet.fr, Makazi Group, Mobile Network Group. Pascal holds an MBA from IAE Paris and is an IT engineering graduate of EPITDA. Previously Pascal was the Chairman of the board of Netbooster (Alternext Paris ALNBT), Director of Prosodie in London (now Cap Gemini) and Chairman of the board of CPI Venture.

Gautier Normand is the Co-founder and COO of Reworld Media S.A., board member of Attractive Sport and board Member of Sporever. Gautier has graduated from a business school in Paris and has previously been the CEO of La Tribune, Head of Projects at NextRadio TV, Development Director at Axel Springer France and Media Sector Director at Deloitte.

Henrik Kvick is the holder of the private investment company Henrik Kvick AB and chairman of the boards of 203 Web Group AB, Net Gaming Europe AB and NetJobs Group AB. Henrik holds a degree in Industrial Engineering and Management from Linköping University's Institute of Technology and has previously held positions as CEO of NetJobs Group AB and has been a member of the board of Entraction Holding AB.

Peter Åström is the MD and founder of EBC Executive Board Consulting AB. Peter holds an MBA and has previously been the MD for Entraction Holding AB, a company in the digital gaming industry. He has also been the MD for several companies including within the Schibsted and Brio group of companies respectively. Peter is the chairman of the board of Betting Promotion Sweden AB and a member of the board of Nordic Leisure AB, both companies listed on First North, as well as a member of the board of Sportway AB.

Mikael Nachemson is currently the vice Chairman of the board of East Capital Explorer AB and a member of the board of RAM Rational Asset Management AB, Medhand International and a non-voting member of Acando AB. A graduate of the Stockholm School of Economics, Mikael has previously been the executive Chairman of Agrokultura AB, executive vice Chairman of Investment AB Öresund, executive Chairman of HQ Bank, President and CEO of Bure Equity AB and CEO of AB Custos. Mikael has extensive experience as board member of listed companies including Avanza AB, Acando AB and Scribona AB.

Mernosh Saatchi is the founder and CEO of the marketing and communication agency Humblestorm AB. Following studies in Electrical Engineering at the Stockholm Royal Institute of Technology she have among other things held various positions at Microsoft and been a member of the Swedish Government's commission on the future (Sw. Framtidskommissionen) and a member of the boards of MQ Holding AB, the Royal Swedish Academy of Engineering Sciences and Industrifonden.



The proposal fulfils the requirements regarding diversity and breadth of qualifications, experience and background of the board members.

The Nomination Committee has consisted of Gautier Normand, appointed by Reworld Media S.A. (Chairman), Henrik Kvick, appointed by Henrik Kvick AB, Jannis Kitsakis, appointed by Fjärde AP-fonden Strandberg, and Peter Larsson, Chairman of the board.

The full proposal from the Nomination Committee will be presented at the company's website.

The Annual General meeting will be held Tuesday, May 5, 2015 in Stockholm.

Stockholm 27 April, 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 11.30 CET on April 27, 2015.

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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

Information

