

Changes in the Nomination Committee in TradeDoubler AB (publ)

Stockholm 7 March 2016

Yi Shi, representing approximately 4 percent of the shares in TradeDoubler AB, has been appointed as a member of the nomination committee, which thereafter consists of:

- Cédric Vincent (chairman), representing Reworld Media S.A.
- Yi Shi
- Pascal Chevalier, chairman of the Board of Directors

Tradedoubler's Annual General Meeting will be held on Tuesday 3 May 2016, in Stockholm, Sweden.

For more information, please contact:

Cédric Vincent, Chairman of the Nomination Committee; +46 (0)8 40 50 800;
c.vincent@ljcavocats.com

Shareholders wishing to present proposals to the Nomination Committee for the 2016 Annual General Meeting can submit them to the Nomination Committee's secretary Robert Ander (TradeDoubler's Legal Counsel) via email: Robert.Ander@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 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

