

2016-06-03

New date for the release of Tradedoubler's second quarter results

Tradedoubler will publish its January to June interim report on 30 August 2016. This is a change to the previously communicated date of 22 July 2016.

The changed date is due to the fact that Reworld Media, Tradedoubler's largest shareholder, is required to consolidate Tradedoubler's results into its financial reporting and more time is needed to conduct a limited audit review prior to the release of the results. Going forward, Tradedoubler's results will be included in the results of Reworld Media.

Tradedoubler will continue to publish its own interim financial reports. The company will publish its third quarter results on 11 November, in line with with previous communication.

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 09.45 CET on June 3, 2016.

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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

