

2016-10-05

Tradedoubler has appointed Viktor Wågström as Chief Financial Officer

Viktor Wågström has been interim CFO since May 3, 2016 and will now take on the position permanently.

For further information, please contact:

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Other

This information is information that Tradedoubler AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above, at 12.00 CET on October 5, 2016.

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 full service programmatic solution. 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. The share is listed on Nasdaq OMX on the Stockholm Exchange.

More information can be found on www.tradedoubler.com

