

Stockholm, 16 April 2013

## New Segment Reporting as from January 1, 2013

As from January 1, 2013, Tradedoubler has changed its segment reporting. The new organisational structure, which was presented in the year-end report of 2012, consists of six market units within the Network segment. Technology will continue to be reported as a separate segment.

The new market units are the following:

DACH: Austria, Germany, Switzerland  
East: Lithuania, Poland, Russia  
France & Benelux: Belgium, France, Netherlands  
Nordics: Denmark, Finland, Norway, Sweden  
South: Brazil, Italy, Portugal, Spain  
UK & Ireland: UK, Ireland

The costs of the central business functions Chief Operating Officer, International Sales, Client Support and Corporate Clients will be allocated to the market units above and Technology. The costs of the head-office functions CEO, Finance, Products & IT, Legal, HR, and Marketing will be reported separately. The new units will be reported using net sales and EBITDA i.e. earnings before interest, taxes, depreciation and amortization.

The tables attached contain the comparable numbers for 2011 and 2012 according to the new segment reporting.

**For further information, please contact:**

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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 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, Dell, Disney, Expedia and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on [www.tradedoubler.com](http://www.tradedoubler.com)

