

Stockholm, 8 May 2013

## Report from Tradedoubler's Annual General Meeting

The annual general meeting of TradeDoubler AB (publ) was held yesterday on 7 May 2013, at the company's premises on Sveavägen in Stockholm.

### Dividend

The annual general meeting resolved that no dividend should be paid to the shareholders.

### Remuneration to the board of directors and auditors

The annual general meeting resolved on remuneration to the board of directors and auditors in accordance with the nomination committee's proposal.

### Board of directors and auditor

Regular board members Mats Sundström, Kristofer Arwin, Martin Henricson, Caroline Sundewall and Simon Turner were re-elected. Mats Sundström was elected as chairman of the board of directors. Heléne Vibbleus Bergquist declined re-election.

Ernst & Young was re-elected as auditor for one year, with Thomas Forslund as auditor in charge.

### Proposal on nomination committee for the 2014 annual general meeting

The annual general meeting resolved in accordance with the nomination committee's proposal regarding the resolution of nomination committee for the 2014 annual general meeting.

### Principles for remuneration and other conditions of employment for the company management

The annual general meeting resolved in accordance with the board of directors' proposal on principles for remuneration and other conditions of employment for the company management.

### Performance Related Share Programme 2013

The annual general meeting resolved to adopt the board of directors' proposal of Performance Related Share Programme 2013, which essentially corresponds to the Performance Related Share Programme 2012. The programme involves the implementation of a long-term Performance Related Share Programme 2013 that covers maximum 365,000 shares (and further including a maximum of 110,000 shares as hedge for social security fees) for 17 key employees including the managing director. Allotment of Performance Shares is based on average annual percentage growth rate in earnings per share during the financial years 2013 to 2015 compared with the financial year 2012.

The company has earlier repurchased 130,000 own shares. In order to fulfill undertakings during Performance Related Share Programme 2013 (including social security fees) it was proposed that those 130,000 shares should be used. The annual general meeting further resolved in accordance with the board of directors' proposal to authorize the board of directors to resolve on acquisitions of a maximum of 345,000 shares, and on a transfer of those and the 130,000 own shares. A maximum of 365,000 shares may be transferred to participants of Performance Related Share Programme 2013, whilst a maximum of 110,000 shares, before the 2014 annual general meeting, may be transferred on NASDAQ OMX Stockholm in order to cover certain expenses, mainly social security fees.

### Statutory board meeting

A statutory board meeting was held after the annual general meeting.

For the full details of each proposal adopted by the annual general meeting, please refer to <http://financials.tradedoubler.com/en-GB/Corporate-Governance/Annual-General-Meeting/>



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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)

Information

