

Tradedoubler acquires Adnologies

Tradedoubler, a leading performance marketing company, today announced the acquisition of the independent German technology company Adnologies.

The purchase of Adnologies will give Tradedoubler access to technologies that complement and extend its current offering in line with the new corporate strategy announced in November.

Adnologies' products and services cover a wide range of the digital value chain within data-driven advertising, including ad server, demand-side platform (DSP), data management platform (DMP), data exchange (DX), and supply-side platform (SSP) as well as dynamic display and video creation tools.

The company has 15 employees of which seven are developers. In 2014 annual revenues amounted to EUR 2.2 M. Adnologies was founded in 2006 and is headquartered in Hamburg.

The acquisition was completed today.

Speaking about the acquisition, Matthias Stadelmeyer, CEO of Tradedoubler said, "I am delighted to announce the acquisition of Adnologies. Their product portfolio perfectly complements our own and therefore this is a further important step in the development of our recently announced corporate strategy that will see us become the leader in creating smarter results for our clients through traffic, technology and expertise."

Stockholm, January 26, 2015
TradeDoubler AB (publ.)

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 13.15 CET on January 26, 2015.

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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 is one of the most successful pan-European performance marketing companies, 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 Accor, Disneyland Paris, Microsoft Store, HP, Expedia Group and CDON. The share is listed on Nasdaq OMX on the Stockholm Exchange. More information can be found on www.tradedoubler.com

