

Gravity4's interest in Tradedoubler

Tradedoubler has noted the media's coverage of Gravity4's interest in acquiring the shares in Tradedoubler for a price corresponding to a total value of SEK 282 millions, to be compared with the current value on the stock exchange of SEK 299 millions. Tradedoubler can confirm that it has received a letter from Gravity4 stating its non-binding interest in acquiring shares of the company. No formal takeover offer has been presented.

No further comments will be made by Tradedoubler at this point.

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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 15.00 CET on May 15, 2015.

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 one of 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 Accor, Disneyland Paris, Microsoft Store, HP, Expedia Group and CDON. The share is listed on Nasdaq on the Stockholm Exchange. More information can be found on www.tradedoubler.com

