

The nomination committee's motivated statement regarding proposal for the Board of Directors of TradeDoubler AB (publ)

The nomination committee proposes that the Board of Directors until the next Annual General Meeting shall include six General Meeting elected ordinary Board members without any deputies.

The Board members Mats Sundström and Kristofer Arwin have given up their positions as Board members. The nomination committee proposes election of Peter Larsson, Thomas Bill and Lars Sveder to the Board of Directors.

Peter Larsson is proposed to be elected as the Chairman of the Board of Directors.

When drawing up its proposal of the Board of Directors, the nomination committee has particularly paid attention to the requirements that the company's strategic development and international business have on the Board of Directors' competence and composition and the known changes of the ownership structure. Further, the nomination committee notes that the proposed Board of Directors is well initiated in the company's business and the market in which the company operates which is valuable in the fast changing environment in which the company has its business.

The nomination committee has also paid attention to the Board of Directors' needs of versatility and diversity with regard to competence, experience and background and the Board of Directors' recurrent need of renewal.

The nomination committee considers the proposed election of the Board of Directors to fulfil set criteria. The composition of the Board of Directors is considered to be appropriate to meet the business' requirements in the long term.

The nomination committee considers that Peter Larsson, Thomas Bill and Lars Sveder in their capacities as managing partners of Monterro 1 AB are dependent in relation to the company's larger shareholders, but independent in relation to the company and the executive management. The other members of the Board of Directors are independent in relation to the company and the executive management and in relation to the company's larger shareholders. The proposed composition of Board members thus fulfils the requirements of independence.

The nomination committee
Stockholm, in August 2013
TradeDoubler AB (publ)