

Year-end report

January - December 2012



Revitalised business focus

(The Group's numbers in this year-end report are recognised excluding discontinued operations unless otherwise stated. Numerical data in brackets refers to the corresponding period in 2011 unless otherwise stated. Rounding off differences may arise.)

THE FULL YEAR 2012

- Net sales amounted to SEK 2,307.7 M (2,612.7), a fall of 10% adjusted for changes in exchange rates
- Gross profit amounted to SEK 541.5 M (626.5), a decline of 12% adjusted for changes in exchange rates
- Change-related costs amounted to approx. SEK 31 M
- Operating profit (EBIT) amounted to SEK 0.0 M (127.1)
- Adjusted operating profit (EBIT)¹ amounted to approximately SEK 36.3 M (127.1)
- Cash flow from operating activities was SEK -14.9 M (123.6)
- Earnings per share for continuing operations amounted to SEK -0.2 (2.2)
- The Board proposes that no dividend should be declared for 2012 (SEK 1.50 per share)

THE FOURTH QUARTER OCTOBER-DECEMBER 2012

- Net sales amounted to SEK 567.7 M (701.5), a fall of 17% adjusted for changes in exchange rates
- Gross profit amounted to SEK 134.6 M (167.2), a decline of 17% adjusted for changes in exchange rates
- Change-related costs amounted to SEK 10.9 M
- Operating profit (EBIT) amounted to SEK -2.1 M (38.7)
- Adjusted operating profit (EBIT)¹ amounted to SEK 14.1 M (38.7)
- Cash flow from operating activities was SEK -6.6 M (67.9)
- Earnings per share for continuing operations amounted to SEK 0.0 (0.9)
- Regional offices were strengthened, which has enabled cost savings through closure of certain local offices
- Andrew Buckman was recruited as new COO

OUTLOOK

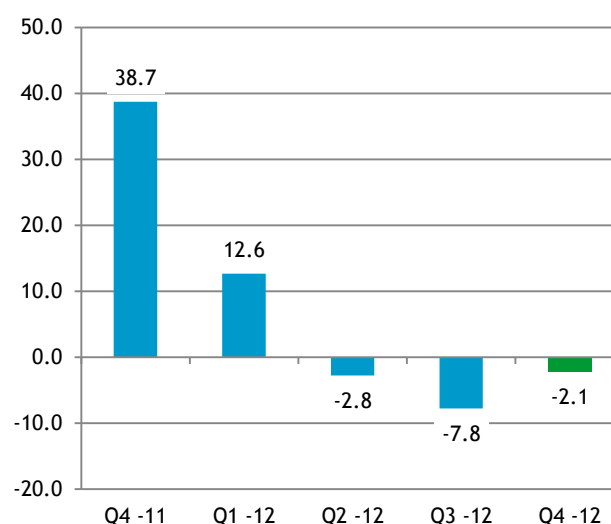
- The market in performance marketing is expected to continue to show growth during 2013. The company is expected to return to growth in line with the market during the second half of 2013.
- Operating costs before depreciation and amortisation are expected to amount to SEK 35-37 M per month during 2013. The cost range was previously estimated at SEK 35-39 M.

PRESENTATION OF THE YEAR-END REPORT

This year-end report will be presented at a press and analyst conference on 6 February 2013 at 10.00 a.m. in Tradedoubler's premises at Sveavägen 20. The presentation may also be followed via a webcast using the link:

<http://financials.tradedoubler.com/en-gb/investorrelations>.

EBIT (SEK M)



Key ratios

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
SEK M				
Net sales	567.7	701.5	2,307.7	2,612.7
Gross profit	134.6	167.2	541.5	626.5
Operating profit	-2.1	38.7	0.0	127.1
Net profit for continuing operations	1.1	38.3	-10.2	92.2
Cash-flow from operating activities	-6.6	67.9	-14.9	123.6
Earnings per share for continuing operations, SEK	0.0	0.9	-0.2	2.2
Cash-flow per share for continuing operations, SEK	-0.4	0.8	-2.8	1.6
Operating profit/Gross profit (%)	-1.6	23.2	0.0	20.3
Return on equity last 12 months (%)	-1.9	16.8	-1.9	16.8

1. Adjusted for change-related costs and write downs of intangible assets

CEO's comments on the full year 2012

Revitalised business focus



high value prospects.

Our Q4 performance demonstrated the anticipated seasonal improvement on Q3. Net sales and gross profit were 17 per cent lower compared to the same period last year on a constant exchange rate basis – unchanged from the previous quarter. Our sales teams' focus on driving opportunities aligned with our strategy has already started to deliver results. The share of gross profit generated by our performance marketing solutions increased at the expense of the campaign segment compared to Q4 2011.

In Q4 operating costs excluding depreciation and change-related costs averaged SEK 39 M per month. We have made significant progress in our cost restructuring and as a consequence we can now specify that the anticipated cost range excluding depreciation will be between SEK 35 M and SEK 37 M per month in 2013 on average, which is at the lower end of the previously communicated range. Change-related costs amounted to SEK 10.9 M during the quarter, in line with our estimate of approx. SEK 10 M in the previous report. We will continue to closely manage our cost structure and do not anticipate any further change-related costs during 2013.

Our new senior management team comprising CFO Jonas Ragnarsson, CTO Magnus Nyström, COO Andrew Buckman who joined on 1st January 2013 and myself, is now complete and brings a wealth of knowledge, expertise and industry experience to Tradedoubler.

Both the management team and the organisation as a whole have worked tirelessly to bring a strong performance marketing focus back to Tradedoubler and have implemented key measures to ensure that Tradedoubler has a strong platform on which to strengthen its leadership position.

We are continuing to focus on the three prioritised areas in our strategy.

Prioritise key clients in key markets

Sales teams are now targeting major revenue opportunities in key markets with both new and existing clients. Our technology

solution is fully integrated into our commercial offering and is actively promoted by our sales teams. An international account management team has been formed to service large international clients. This dedicated team is delivering improved and consistent service to our largest clients, while also bringing a strategic perspective to these key accounts. Incentive systems have been adjusted to reflect our clear commercial goal of returning to growth.

In the quest to increase our focus on performance marketing, we are in the process of closing our operations in Russia, which will be completed during Q1 2013. The Russian market for performance marketing has not developed at the rate anticipated and traditional campaigns will continue to dominate this market for the foreseeable future. We have therefore decided to close the Moscow office and manage the operations from Poland.

Improve our service and product offering to become clients' first choice

During Q4 we established a product road map for 2013 that will improve our product offering in performance marketing. This road map targets three main areas: mobile, billing/payment and automation. In mobile we are regarded as the industry leader, a view shared by the UK's Effective Mobile Marketing Awards which in December 2012 gave Tradedoubler the award for the best mobile affiliate campaign of 2012. Our goal in mobile is to reinforce this leading position in order to secure a strong market share as this channel increases in importance going forward. With more efficient billing/payment, we aim to strengthen our relationships particularly with publishers, through a more flexible system. Automation is not only a way to improve our efficiency, but also plays an important role in enhancing customer service.

Restructure our business to better serve the needs of our clients

Entering 2013, we have reorganised our country teams into six regional units, which will allow us to better serve the needs of our clients. Responsibility for client management across three smaller markets (Austria, Belgium and Ireland) has been transferred to strengthened regional teams in three key markets (France, Germany and UK), and the local offices have been closed.

A single Nordic organisation has been formed to improve service levels to our customers in this region.

A specialist client support team has been established in Telford, UK to handle client administration. This frees our international and local account teams to focus on driving improvements in our clients' performance marketing programmes.

In summary, the changes we have made have increased our business focus. Costs are under control and will be brought down further, while our competitiveness will be strengthened.

We are continuing to work hard to restore growth. As I said in the Q3 report, we anticipate returning to growth in line with the market during the second half of this year.

Rob Wilson
President and CEO

MARKET DEVELOPMENT

All major indicators show that the internet will continue to represent an area of growth and therefore opportunity. This is true for both e-commerce and online advertising expenditure.

E-commerce continues to increase and while the rate of growth is slowing in some markets, healthy growth is forecast to continue. While in some markets forecasts for overall advertising spend have recently been revised downwards, continued growth of around 10 per cent per year is predicted for online ad spend.

The combination of these two factors creates a good basis for continued growth in performance marketing, despite that prices and margins in this maturing sector are under continued pressure. We expect the performance marketing segment to grow by 3-7 per cent per year over the next few years.

PRODUCT DEVELOPMENT

The product road map for 2013 focuses on three main areas:

- Mobile
- Billing/payment
- Automation

In mobile, the model involving purchases in mobile applications is increasing, which is creating a clear need for clients to monitor such activity. We are continuing to develop our offering in this area to maintain our leadership position.

With more efficient billing/payment, publishers will gain access to faster and more flexible payment mechanisms which will also deliver more efficient prepayment flows for advertisers.

A higher degree of automation will enable advertisers and publishers to cooperate more effectively and seamlessly via our technology platform.

THE GROUP'S RESULTS

Consolidated net sales during the full year 2012 amounted to SEK 2,307.7 M (2,612.7), a fall of 10 per cent adjusted for changes in exchange rates. Net sales during the fourth quarter 2012 amounted to SEK 567.7 M (701.5), a decline of 17 per cent adjusted for changes in exchange rates.

Gross profit during the full year amounted to SEK 541.5 M (626.5), a fall of 12 per cent adjusted for changes in exchange rates. Gross profit during the quarter amounted to SEK 134.6 M (167.2), a fall of 17 per cent adjusted for changes in exchange rates. Network's gross profit declined during the quarter to SEK 119.1 M (151.4) a decrease of 19 per cent adjusted for changes in exchange rates, while Technology reported gross profit of SEK 15.5 M (15.9), which was unchanged between the years adjusted for changes in exchange rates.

Gross margin during the full year decreased to 23.5 per cent from 24.0 per cent during 2011. Gross margin was 23.7 per cent during the quarter, compared to 23.8 per cent during the same quarter of 2011.

Operating costs including depreciation and amortisation amounted to SEK 541.5 M (499.5) for the full year, an increase of 10 per cent adjusted for changes in exchange rates, of which

approximately SEK 31 M related to change-related costs. Operating costs during the quarter amounted to SEK 136.7 M (128.5), an increase of 9 per cent adjusted for changes in exchange rates, of which SEK 10.9 M was change-related costs. The latter consisted mainly of costs for closing offices and removing certain managerial positions.

Depreciation, amortisation and impairment losses amounted to SEK 22.2 M (18.6) during the full year and to SEK 9.1 M (4.6) during the fourth quarter. Intangible assets mainly related to an older product series, was written down by SEK 5.3 M during the quarter.

Operating profit (EBIT) amounted to SEK 0.0 M (127.1) during the full year. Operating profit during the quarter was SEK -2.1 M (38.7).

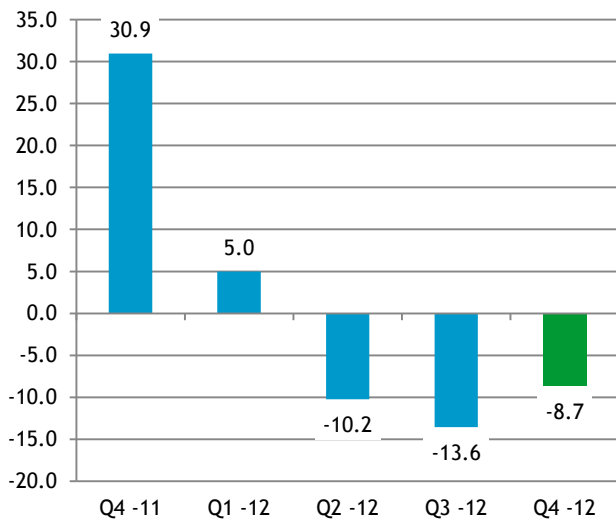
Financial income and expenses during the full year amounted to SEK 0.3 M (-12.7). During the quarter, financial income and expenses amounted to SEK -1.1 M (-0.9). The Group had no interest-bearing loans at the end of 2012 (0.0).

Profit after tax for remaining operations amounted to SEK -10.2 M (92.2) during the full year. During the quarter, profit after tax for remaining operations was SEK 1.1 M (38.3). Tax affected profit negatively during the full year by SEK -10.5 M (-22.2) and positively by SEK 4.4 M (0.4) during the quarter. Of this, SEK -5.1 M during the full year and SEK 6.0 M during the quarter related to adjustments in respect of previous periods. The reduction in corporation tax in the UK and Sweden with effect from 2013, resulted in a revaluation of the company's deferred tax receivables, which had a negative impact on results with SEK -1.6 M.

NETWORK

Gross profit during the fourth quarter 2012 amounted to SEK 119.1 M (151.4), a decrease of 19 per cent adjusted for changes in exchange rates. The focus of our sales teams on driving opportunities aligned with the group strategy has already started to deliver results. The share of gross profit generated by our performance marketing solutions has increased at the expense of the campaign segment compared to Q4 2011.

EBIT NETWORK (SEK M)



Operating profit (EBIT) amounted to SEK -8.7 M (30.9) during the quarter. Change-related costs have in certain cases been charged to specific market units, and in other cases been allocated to all units.

Market unit **Central** achieved a gross profit of SEK 27.2 M (36.2) during the quarter, a fall of 21 per cent adjusted for changes in exchange rates. Operating profit was SEK -6.8 M (6.0). The decline in gross profit was mainly explained by falling sales in the campaign segment. Operating profit was charged with costs for closure of local offices in Belgium and Austria, whose operations were taken over by the offices in France, Netherlands and Germany.

France reported a gross profit of SEK 23.0 M (26.1) during the quarter, a decline of 7 per cent adjusted for changes in exchange rates. Operating profit amounted to SEK 7.0 M (10.2). The campaign segment also developed weakly in this market unit.

Gross profit in **North East** amounted to SEK 30.9 M (34.3) during the quarter, a decline of 9 per cent adjusted for changes in exchange rates. Operating profit was SEK -5.8 M (0.4). In accordance with the strategy to focus on performance marketing, it was decided to devote less resources to the Russian operations which are mainly dominated by campaign marketing. The operations will be managed from Poland and the Moscow office is being closed.

Market unit **North West** reported a gross profit of SEK 20.2 M (30.6) during the quarter, a decline of 35 per cent adjusted for

changes in exchange rates. Operating profit amounted to SEK -3.0 M (7.0). The decline in the quarter is the result of a loss of competitive position earlier in the year. The operations in Ireland are currently managed from the UK, and the local office has been closed.

The **South East** market unit achieved a gross profit of SEK 10.5 M (16.0) during the quarter, a fall of 31 per cent adjusted for changes in exchange rates. Operating profit was SEK -0.2 M (6.2). Gross profit fell due to the fact that the unit lost some large clients earlier in the year and other large clients reduced their budgets in light of the weak economy.

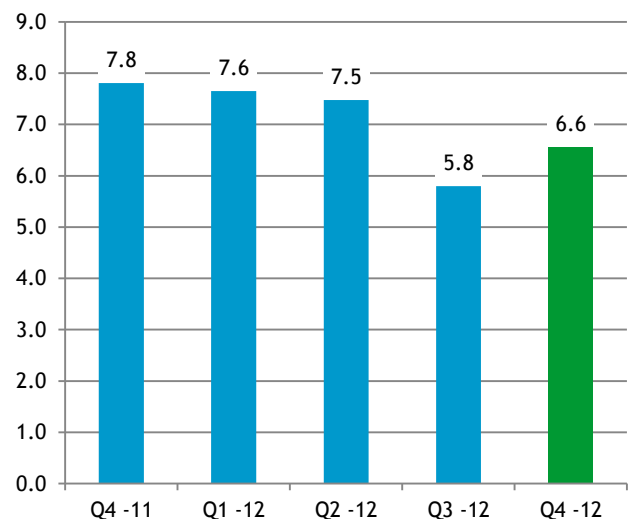
Gross profit in the **South West** market unit amounted to SEK 7.4 M (8.1) during the quarter, a decline of 4 per cent adjusted for changes in exchange rates. Operating profit was SEK 0.1 M (1.2). South West was also adversely affected by clients reducing their activity due to the weak economic climate.

TECHNOLOGY

Gross profit during the fourth quarter 2012 amounted to SEK 15.5 M (15.9), which was unchanged between the years adjusted for changes in exchange rates. Operating profit (EBIT) during the quarter amounted to SEK 6.6 M (7.8).

Responsibility for sales of the unit's products is being gradually transferred to local sales teams, which will make a positive contribution to the Group's total sales in the longer term.

EBIT TECHNOLOGY (SEK M)



Segments and market units

SEK M	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
Gross profit (GP)				
Market Unit Central	27.2	36.2	111.9	131.4
Market Unit France	23.0	26.1	86.9	99.7
Market Unit North East	30.9	34.3	117.6	127.8
Market Unit North West	20.2	30.6	85.2	112.4
Market Unit South East	10.5	16.0	45.6	63.1
Market Unit South West	7.4	8.1	33.2	36.3
Total Network	119.1	151.4	480.4	570.6
Business Unit Technology	15.5	15.9	61.1	55.9
Total gross profit	134.6	167.2	541.5	626.5
Operating profit (EBIT)				
Market Unit Central	-6.8	6.0	-13.1	19.7
Market Unit France	7.0	10.2	16.7	34.6
Market Unit North East	-5.8	0.4	-22.6	4.1
Market Unit North West	-3.0	7.0	-12.9	12.2
Market Unit South East	-0.2	6.2	2.9	25.6
Market Unit South West	0.1	1.2	1.5	6.0
Total Network	-8.7	30.9	-27.5	102.2
Business Unit Technology	6.6	7.8	27.5	24.8
Total EBIT	-2.1	38.7	0.0	127.1
Operating profit/Gross profit, %				
Market Unit Central	-25.1	16.5	-11.7	15.0
Market Unit France	30.6	38.9	19.2	34.7
Market Unit North East	-18.8	1.2	-19.2	3.2
Market Unit North West	-14.9	22.8	-15.2	10.9
Market Unit South East	-2.1	38.4	6.4	40.6
Market Unit South West	1.7	14.9	4.5	16.6
Business Unit Technology	42.3	49.2	45.0	44.4

SEASONAL VARIATIONS

Tradedoubler's operations, particularly within Network, fluctuate with the development of e-commerce and online advertising. Although these areas are showing positive underlying growth, there are fluctuations during the year particularly within e-commerce. The highest level of activity is before Christmas, which implies that the fourth quarter is normally the strongest for Tradedoubler.

CASH FLOW AND FINANCIAL POSITION

Cash flow from operating activities during the fourth quarter 2012 amounted to SEK -6.6 M (67.9), after a change in working capital of SEK -21.9 M (27.3). The negative change in working capital was mainly due to an unfavourable effect between the third and the fourth quarter in liabilities to publishers as well as large payments to the same before year-end. Cash flow from operating activities before changes in working capital amounted to SEK 15.3 M (40.7) during the quarter.

Cash flow from operating activities during the full year 2012 amounted to SEK -14.9 (123.6). The negative development in

cash flow from operating activities is due to lower earnings with falling volumes and negative working capital development.

Net investments in intangible assets decreased during the quarter to SEK 6.9 M (9.8) but increased to SEK 36.2 M (25.8) during the full year. These investments mainly consist of improvements to production and business systems and product development.

Cash flow from financing activities, which consists of paid dividend during the full year, amounted to SEK 64.0 M (0).

Cash flow from continuing operations during the quarter amounted to SEK -15.0 M (34.2), and to SEK -120.1 M (68.1) during the full year.

Cash and cash equivalents amounted to SEK 164.4 M (290.7) at year-end. At the same time the Group had no interest-bearing loans (0.0).

Consolidated shareholders' equity amounted to SEK 488.4 M (580.8) at end of 2012. The return on equity was negative, (16.8 per cent).

THE PARENT COMPANY

The parent company's net sales amounted to SEK 33.4 M (49.2) during the fourth quarter 2012 and to SEK 128.9 M (193.6) during the full year 2012. Revenue primarily consisted of licensing revenue and remuneration from subsidiaries for centrally performed services.

Financial income and expenses amounted to SEK -6.0 M (-380.0) during the quarter and to SEK -1.0 M (-363.5) during the full year. The difference between the years in financial income and expenses is explained by write downs of shares in a subsidiary, costs for discontinued operations and income in the shape of dividend from subsidiaries, which in all impacted the financial net 2011 with approximately SEK -365 M.

Profit after tax amounted to SEK -19.7 M (-367.8) for the quarter and to SEK -38.1 M (-335.4) for the full year.

The parent company's receivables from group companies amounted to SEK 121.1 M (157.3), at year-end, of which none (0.0) were non-current. The parent company's liabilities to group companies amounted to SEK 191.1 M (71.1), of which none (0.0) were non-current. Cash and cash equivalents amounted to SEK 57.1 M (52.2).

Deferred tax receivables amounted to SEK 24.8 M (0.0) at year-end. The difference is due to deferred tax receivables related to carry-forwards of SEK 10.8 M and deferred tax receivables related to previous Group loans of SEK 14.0 M. For more information, see Risks and uncertainty factors.

DISCONTINUED OPERATIONS

During the fourth quarter of 2011, Tradedoubler sold its Search operations and has subsequently reported this as a discontinued operation.

During the fourth quarter 2012, the discontinued operation affected the Group's results by SEK 2.2 M (-148.6) wherein the total net profit for continuing and discontinued operations during the quarter amounted to SEK 3.3 M (-110.4).

The result from discontinued operations for 2012 has not affected the Group's cash flow. For more information regarding discontinued operations, see page 18.

DIVIDEND

The Board proposes in accordance with Tradedoubler's policies that no dividend should be declared for 2012 (SEK 1.50 per share).

Tradedoubler has a policy of distributing at least 50 per cent of its profit after tax provided that a suitable capital structure is maintained. The distribution may occur through share dividends, share redemption and share buybacks.

TRANSACTIONS WITH RELATED PARTIES

No transactions between Tradedoubler and related parties impacting the company's financial position and results have

taken place, aside from remuneration to board and senior executives.

EMPLOYEES

At year-end, Tradedoubler's staff corresponded to 465 (498) full-time equivalents (FTEs), which includes full-time, temporary and contract employees.

RISKS AND UNCERTAINTY FACTORS

Tradedoubler divides risks into market-related risks, operational risks, financial risks and legal risks. These risks are described on pages 15-17 of the 2011 Annual Report.

Tradedoubler has a deferred tax receivable of SEK 14 M attributable to a previous intra-group loan. The receivable arose when the right to deduction for interest expenses related to the loan was denied in the subsidiary, on account of which an application for repayment of previously paid tax on interest income has been made for the parent company. The company expects that full repayment of the amount will be made, however, there is always a risk in this type of case.

Apart from the above-mentioned tax receivable, no significant risks and uncertainties are considered to have arisen since the latest submitted annual report, other than greater uncertainty about the future economic and market trend in Europe and increased customer credit risks as a result of this.

MISCELLANEOUS

New Group Management

Andrew Buckman was appointed COO (Chief Operating Officer), with effect from 1st of January 2013. Magnus Nyström was appointed CTO (Chief Technology Officer) after holding the position on a temporary basis during the autumn of 2012. The group management team consists of these two persons plus CEO Rob Wilson and CFO Jonas Ragnarsson.

New organisational structure

The organisational structure is being changed in order to obtain increased business focus and higher efficiency. 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

Northwest: Ireland, UK

South: Brazil, Italy, Portugal, Spain

As an effect of this a new segment reporting reflecting the new organisation will be introduced from 2013. **Technology** will continue to be reported as a separate segment. Tradedoubler will report in accordance with the new segments from the first quarter 2013. Updated information and historical numbers for the new segments will be reported in a separate press release which will be published ahead of the interim report for the first quarter 2013.

EVENTS AFTER THE END OF THE REPORTING PERIOD

No significant events have occurred after the end of the reporting period.

OUTLOOK

The market in performance marketing is expected to continue to show growth during 2013. The company is expected to return to growth in line with the market during the second half of 2013.

Operating costs before depreciation and amortisation are expected to amount to SEK 35-37 M per month during 2013. The cost range was previously estimated at SEK 35-39 M.

ACCOUNTING POLICIES

This year-end report is prepared in accordance with IAS 34, Interim Financial Reporting and the Swedish Annual Accounts Act. Since the interim report for the second quarter of 2012, the key ratio "equity per share" is calculated on the basis of equity on the balance sheet date instead of on the average equity for the period. Other accounting policies and calculation methods are unchanged compared with the 2011 Annual Report.

For information on the accounting policies applied, see the 2011 Annual Report.

THE SHARE

The total number of shares at the end of the year was 42,807,449, of which 130,000 were in own custody. The average number of outstanding shares during the full year 2012 was 42,677,449.

Earnings per share for continuing operations amounted to SEK 0.0 (0.9) during the fourth quarter 2012 and to SEK -0.2 (2.2) during the full year 2012. Equity per share amounted to SEK 11.4 (13.6) at year-end.

The share price closed at SEK 12.50 on the final trading day of 2012, which was lower than the previous year-end, when the share price closed at SEK 27.30.

PRESENTATION OF THE YEAR-END REPORT

This year-end report will be presented at a press and analyst conference on 6 February 2013 at 10.00 a.m. in Tradedoubler's premises at Sveavägen 20, Stockholm. The presentation may be followed via a webcast on the website:

<http://financials.tradedoubler.com/en-gb/investorrelations>, and by telephone:

Sweden	+46 8 505 56477
UK	+44 20 336 45374
US	+1 877 7889023

The presentation material will be published concurrently with the year-end report.

ANNUAL REPORT

The annual report 2012 will be presented on 16 April 2013 and will be available on Tradedoubler's website. Shareholders who would like to receive the annual report by post are requested to

contact Tradedoubler at ir@tradedoubler.com or Madeleine Moritz by telephone on +46 8 405 08 00.

ANNUAL GENERAL MEETING

The Annual General Meeting 2013 will be held on 7 May 2013 at 5:00 p.m. in Tradedoubler's premises at Sveavägen 20 in Stockholm.

Shareholders who wish to have a matter addressed at the annual general meeting may submit a proposal to Tradedoubler's Board of Directors by e-mail:

bolagsstamma@tradedoubler.com. Proposals should be submitted no later than 27 March 2013 in order to be considered to be included in the notice convening the annual meeting.

More information about the annual general meeting may be found under the corporate governance tab on the company's website, and may be reached via the following link: <http://financials.tradedoubler.com/en-gb/corporate-governance/annual-general-meeting>

FINANCIAL INFORMATION

Interim report January-March 2013	3 May 2013
Interim report January-June 2013	26 July 2013
Interim report January-September 2013	30 October 2013
Year-end report 2013	6 February 2014

CONTACT INFORMATION

Rob Wilson, President and CEO, telephone +44 (0) 7500 667 587
Jonas Ragnarsson, CFO, telephone +46 8 405 08 00
E-mail: ir@tradedoubler.com

ENGLISH VERSION

Both an English version and a Swedish version of this report have been prepared. In the event of a difference between the two reports, the Swedish version shall prevail.

REVIEW

This year-end report has not been subject to review by the company's auditor Ernst & Young AB.

Stockholm, 6 February 2013

Rob Wilson

President and CEO

Consolidated income statement

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
SEK 000s				
Net Sales	567,738	701,455	2,307,718	2,612,701
Cost of goods sold	-433,151	-534,213	-1,766,240	-1,986,163
Gross profit	134,587	167,241	541,478	626,539
Selling expenses	-85,829	-88,607	-342,841	-335,928
Administrative expenses	-40,733	-26,366	-159,544	-120,840
Development expenses	-10,148	-13,532	-39,092	-42,711
Operating profit	-2,124	38,737	1	127,060
Net financial items	-1,092	-888	317	-12,693
Profit before tax	-3,216	37,849	317	114,367
Tax	4,365	405	-10,475	-22,201
Net profit for continued operations	1,149	38,254	-10,158	92,166
Net profit for discontinued operations	2,192	-148,630	2,192	-143,069
Total net profit	3,342	-110,376	-7,965	-50,904

All earnings accrue to the parent company's shareholders.

Consolidated statement of comprehensive income

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
SEK 000s				
Profit for the period, after tax	3,342	-110,376	-7,965	-50,904
<i>Other comprehensive income</i>				
Translation difference, net after tax	-12,694	-3,480	-20,480	21,060
Exchange difference on increased net investment, net after tax*	-	-	-	-8,130
Reversal of exchange difference on increased net investment, net after tax*	-	98,077	-	98,077
Reversal of translation difference, net after tax*	-	3,765	-	3,765
Total comprehensive income for the period, after tax	-9,352	-12,014	-28,445	63,868
<i>Comprehensive income attributable to:</i>				
Parent company shareholders	-9,352	-12,014	-28,445	63,868

*These items are related to the discontinued operations.

Earnings per share

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
SEK				
Profit per share for continued operations	0.0	0.9	-0.2	2.2
Total profit per share (including discontinued operations)	0.1	-2.6	-0.2	-1.2
Number of Shares				
Weighted average	42,677,449	42,677,449	42,677,449	42,677,449

The earnings per share above apply before and after dilution.

Key ratios - Group

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
Gross profit (GP) / revenue (%)	23.7	23.8	23.5	24.0
Operating profit (EBIT) / revenue (%)	-0.4	5.5	0.0	4.9
Operating profit (EBIT) / gross profit (GP) (%)	-1.6	23.2	0.0	20.3
Net profit/gross profit (GP) (%)	0.9	22.9	-1.9	14.7
Equity/assets ratio (%)	41.0	40.4	41.0	40.4
Return on equity (12 months) (%)	-1.9	16.8	-1.9	16.8
Average number of employees	479	536	487	544
Return on Capital Employed (12 months) (%)	0.2	23.4	0.2	23.4
Cash-flow per share for continuing operations, SEK	-0.4	0.8	-2.8	1.6
Equity per share, SEK	11.4	13.6	11.4	13.6
Stock price at the end of the period, SEK	12.5	27.3	12.5	27.3

Consolidated statement of financial position

	31 dec 2012	31 dec 2011
SEK 000s		
Assets		
Intangible fixed assets	408,364	404,054
Tangible fixed assets	10,117	10,968
Financial fixed assets	3,647	3,549
Deferred tax assets	36,007	21,111
Total fixed assets	458,135	439,683
Accounts receivables	519,268	642,432
Tax assets	11,819	28,632
Other current receivables	36,408	35,149
Cash & cash equivalents	164,445	290,745
Total current assets	731,939	996,957
Total assets	1,190,074	1,436,640
Shareholders' equity and liabilities		
Shareholders' equity	488,382	580,843
Deferred tax liabilities	4,597	7,625
Other provisions	1,013	1,044
Total long-term liabilities	5,609	8,669
Accounts payable	20,642	29,407
Current liabilities to publishers	402,514	498,346
Tax liabilities	6,112	9,251
Other current liabilities	266,815	310,124
Total current liabilities	696,083	847,128
Total shareholder´s equity and liabilities	1,190,074	1,436,640

Consolidated statement of changes in equity

	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
SEK 000s				
Opening balance	497,734	592,667	580,843	516,784
Total comprehensive income for the period, continued operations	-11,544	37,031	-30,637	112,914
Total comprehensive income for the period, discontinued operations*	2,192	-49,046	2,192	-49,046
Equity-settled share-based payments	-	191	-	191
Dividend	-	-	-64,016	-
Closing balance	488,382	580,843	488,382	580,843

All capital accrues to the parent company's shareholders.

*See disclosure regarding discontinued operations, page 18.

Consolidated statement of cash flows

SEK 000s	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
<i>Operating activities</i>				
Profit before tax	-3,216	37,849	317	114,367
Adjustments for items not included in cash flow	22,867	-5,473	49,825	16,098
Income taxes paid	-4,381	8,283	-15,106	-14,463
Cash flow from operating activities before changes in working capital	15,270	40,659	35,036	116,002
Changes in working capital	-21,870	27,264	-49,980	7,626
Cash flow from operating activities	-6,600	67,923	-14,944	123,628
<i>Investing activities</i>				
Net investments in intangible assets	-6,925	-9,803	-36,220	-25,828
Net investments in tangible assets	-1,546	1,359	-4,721	-3,877
Net investments in financial assets	43	-874	-209	-1,394
Net investments in stocks and subsidiaries	-	-24,421	-	-24,421
Cash flow from investing activities	-8,428	-33,739	-41,150	-55,520
<i>Financing activities</i>				
Dividend paid to parent company's shareholders	-	-	-64,016	-
Cash flow from financing activities	-	-	-64,016	-
Cash flow for the period from continuing operations	-15,028	34,184	-120,110	68,108
<i>Cash flow from discontinued operations</i>				
Cash flow from operating activities	-	-2,007	-	3,903
Cash flow from investing activities	-	-51	-	-51
Cash flow from financing activities	-	-	-	-
Cash flow for the period from discontinued operations	-	-2,058	-	3,852
Cash flow for the period	-15,028	32,126	-120,110	71,960
<i>Cash and cash equivalents</i>				
On the opening date	173,287	261,636	290,745	209,744
Translation difference in cash and cash equivalents	6,187	-3,017	-6,189	9,041
Cash and cash equivalents on the closing date	164,445	290,745	164,445	290,745
<i>Adjustments for non-cash items</i>				
Depreciation	9,066	3,937	20,324	16,776
Other	13,801	-9,410	29,501	-678
Total non-cash items	22,867	-5,473	49,825	16,098

* Attributable to discontinued operations.

Income statement - Parent company

SEK 000s	Oct-Dec 2012	Oct-Dec 2011	Full year 2012	Full year 2011
Net Sales	33,420	49,190	128,906	193,554
Cost of goods sold	-2,562	-2,106	-8,636	-7,931
Gross profit	30,857	47,085	120,270	185,623
Selling expenses	-401	-779	-2,696	-6,010
Administrative expenses	-34,034	-28,373	-142,514	-119,216
Development expenses	-10,492	-8,401	-31,368	-32,140
Operating profit	-14,069	9,532	-56,308	28,257
Net financial items	-6,016	-379,971	-999	-363,513
Profit before tax	-20,086	-370,438	-57,306	-335,256
Tax	373	2,658	19,230	-113
Net profit	-19,713	-367,780	-38,076	-335,369

Balance sheet - Parent company

SEK 000s	31 dec 2012	31 dec 2011
Assets		
Intangible fixed assets	54,438	26,601
Fixed tangible assets	3,458	5,520
Financial fixed assets	198,105	206,327
Deffered tax assets	24,802	-
Total fixed assets	280,802	238,449
Accounts receivables	2,846	6,339
Receivables from Group companies	121,053	157,307
Tax assets	2,407	7,191
Other current receivables	9,450	11,100
Cash & cash equivalents	57,094	52,224
Total current assets	192,849	234,161
Total assets	473,651	472,610
Shareholders' equity and liabilities		
Shareholders equity	172,105	274,198
Accounts payable	12,150	10,299
Liabilities to Group companies	191,076	71,119
Other liabilities	98,319	116,994
Total current liabilities	301,546	198,412
Total shareholder´s equity and liabilities	473,651	472,610

Pledged assets and contingent liabilities

SEK 000s	31 dec 2012	31 dec 2011
Group		
Pledged assets	none	none
Rent deposits	3,647	3,549
Contingent liabilities	none	none
Parent company		
Pledged assets	none	none
Contingent liabilities	2,259	6,939

Quarterly summary

Consolidated income statement

SEK 000s	Okt-Dec 2012	Jul-Sep 2012	Apr-Jun 2012	Jan-Mar 2012	Okt-Dec 2011	Jul-Sep 2011	Apr-Jun 2011	Jan-Mar 2011
Net Sales	567,738	526,115	573,660	640,206	701,455	653,926	604,760	652,561
Cost of goods sold	-433,151	-406,399	-432,873	-493,816	-534,213	-501,386	-455,283	-495,280
Gross profit	134,587	119,715	140,786	146,390	167,241	152,540	149,477	157,281
Total costs	-136,711	-127,475	-143,547	-133,741	-128,505	-121,280	-127,239	-122,455
Operating profit	-2,124	-7,760	-2,761	12,648	38,737	31,260	22,237	34,826
Net financial items	-1,092	2,223	-1,088	273	-888	-4,970	2,094	-8,929
Profit before tax	-3,216	-5,537	-3,849	12,921	37,849	26,290	24,331	25,897
Tax	4,365	-5,041	-6,988	-2,811	405	-6,369	-10,352	-5,886
Net profit	1,149	-10,577	-10,837	10,109	38,254	19,921	13,979	20,012

Consolidated statement of financial position

SEK 000s	41,639 2012	30 Sep 2012	30 Jun 2012	31 Mar 2012	31 Dec 2011	30 Sep 2011	30 Jun 2011	31 Mar 2011
Assets								
Intangible fixed assets	408,364	423,595	427,356	406,048	404,054	428,644	405,883	406,738
Other fixed assets	49,771	51,320	42,277	38,581	35,629	47,854	47,527	45,560
Current receivables	567,494	553,547	622,317	668,812	706,213	717,459	681,006	691,012
Cash & cash equivalents	164,445	173,288	179,352	268,222	290,745	261,636	214,260	245,633
Total assets	1,190,074	1,201,749	1,271,302	1,381,663	1,436,640	1,455,593	1,348,676	1,388,944
Shareholders' equity and liabilities								
Shareholders' equity	488,382	497,734	522,329	587,636	580,843	592,667	551,122	530,870
Long-term non-interest bearing debt	5,609	7,743	8,479	8,576	8,669	10,685	11,420	12,199
Current non-interest bearing debt	696,083	696,272	740,494	785,451	847,128	852,241	786,134	845,875
Total shareholder's equity and liabilities	1,190,074	1,201,749	1,271,302	1,381,663	1,436,640	1,455,593	1,348,676	1,388,944

Consolidated statement of cash flows

	Okt-Dec 2012	Jul-Sep 2012	Apr-Jun 2012	Jan-Mar 2012	Okt-Dec 2011	Jul-Sep 2011	Apr-Jun 2011	Jan-Mar 2011
SEK 000s								
<i>Operating activities</i>								
Profit before tax	-3,216	-5,537	-3,851	12,921	37,849	26,289	24,331	25,897
Adjustments for items not included in cash flow	22,867	3,815	21,373	1,769	-5,473	4,675	8,789	8,108
Tax paid	-4,381	-7,355	-291	-3,079	8,283	-8,020	-11,174	-3,552
Cash flow from changes in working capital	-21,870	22,515	-29,978	-20,648	27,263	22,821	-53,804	11,346
Cash flow from operating activities	-6,600	13,438	-12,747	-9,037	67,922	45,765	-31,858	41,799
Cash flow from investing activities	-8,428	-10,629	-9,596	-12,496	-33,739	-9,403	-7,944	-4,434
Cash flow from financing activities	-	-	-64,016	-	-	-	-	-
Cash flow from continuing operations	-15,028	2,809	-86,359	-21,533	34,183	36,362	-39,802	37,365
Cash flow from discontinued operations	-	-	-	-	-2,058	3,362	1,115	1,433
Cash flow for the period	-15,028	2,809	-86,359	-21,533	32,125	39,724	-38,687	38,798
Cash and cash equivalents								
On the opening date	173,287	179,352	268,222	290,745	261,636	214,260	245,633	209,744
Translation difference	6,187	-8,873	-2,511	-990	-3,016	7,653	7,314	-2,909
Cash and cash equivalents on the closing date	164,445	173,287	179,352	268,222	290,745	261,636	214,260	245,633

Key ratios - Group

	Okt-Dec 2012	Jul-Sep 2012	Apr-Jun 2012	Jan-Mar 2012	Okt-Dec 2011	Jul-Sep 2011	Apr-Jun 2011	Jan-Mar 2011
Gross profit (GP) / revenue (%)	23.7	22.8	24.5	22.9	23.8	23.3	24.7	24.1
Operating profit (EBIT) / revenue (%)	-0.4	-1.5	-0.5	2.0	5.5	4.8	3.7	5.3
Operating profit (EBIT) / gross profit (GP) (%)	-1.6	-6.5	-2.0	8.6	23.2	20.5	14.9	22.1
Net profit/gross profit (GP) (%)	0.9	-8.8	-7.7	6.9	22.9	13.1	9.4	12.7
Equity/assets ratio (%)	41.0	41.4	41.1	42.5	40.4	40.7	40.9	38.2
Return on equity (12 months) (%)	-1.9	4.9	10.7	14.7	16.8	13.8	13.0	16.5
Average number of employees	479	489	487	493	536	553	541	545
Return on Capital Employed (12 months) (%)	0.2	7.9	15.2	19.0	23.4	22.4	22.1	21.4
Cash-flow per share, SEK	-0.4	0.1	-2.0	-0.5	0.8	0.9	-0.9	0.9
Equity per share, SEK	11.4	11.7	12.2	13.8	13.6	13.9	12.9	12.4
Stock price at the end of the period, SEK	12.5	14.0	16.9	31.1	27.3	23.0	40.5	46.8

Segments

SEK M	Okt-Dec 2012	Jul-Sep 2012	Apr-Jun 2012	Jan-Mar 2012	Okt-Dec 2011	Jul-Sep 2011	Apr-Jun 2011	Jan-Mar 2011
Market Unit Central								
Gross profit	27.2	24.7	28.4	31.5	36.2	31.8	31.2	32.3
Operating profit	-6.8	-4.2	-3.5	1.4	6.0	4.3	4.1	5.3
Market Unit France								
Gross profit	23.0	19.9	20.6	23.5	26.1	22.7	22.9	27.9
Operating profit	7.0	3.1	1.1	5.4	10.2	6.8	6.0	11.6
Market Unit North East								
Gross profit	30.9	26.6	30.3	30.0	34.3	31.4	30.6	31.5
Operating profit	-5.8	-4.9	-5.9	-6.0	0.4	1.9	0.3	1.5
Market Unit North West								
Gross profit	20.2	16.7	22.1	26.0	30.6	27.3	26.3	28.2
Operating profit	-3.0	-7.0	-4.3	1.4	7.0	3.2	-0.1	2.2
Market Unit South East								
Gross profit	10.5	9.1	13.5	12.5	16.0	15.0	15.5	16.6
Operating profit	-0.2	-0.2	1.5	1.8	6.2	5.8	6.1	7.5
Market Unit South West								
Gross profit	7.4	8.3	8.9	8.6	8.1	9.8	9.3	9.0
Operating profit	0.1	-0.4	0.9	0.9	1.2	2.3	1.3	1.3
Technology								
Gross profit	15.5	14.5	17.0	14.3	15.9	14.5	13.7	11.9
Operating profit	6.6	5.8	7.5	7.6	7.8	6.9	4.6	5.5
Total								
Gross profit	134.6	119.7	140.8	146.4	167.2	152.5	149.5	157.3
Operating profit (EBIT)	-2.1	-7.8	-2.8	12.6	38.7	31.3	22.2	34.8

Disclosure regarding discontinued operation

	Okt-Dec 2012	Okt-Dec 2011	Full year 2012	Full year 2011
SEK 000s				
Net Sales	-290	75,448	-290	343,990
Cost of goods sold	4,914	-68,207	4,914	-312,178
Gross profit	4,624	7,241	4,624	31,812
Total costs	-2,419	-10,220	-2,419	-39,536
Operating profit	2,205	-2,979	2,205	-7,724
Net financial items	29	-1,905	29	270
Profit before tax	2,234	-4,885	2,234	-7,454
Tax	-42	3,142	-42	11,272
Net profit excl capital loss for the year for discontinued operations	2,192	-1,742	2,192	3,818
Capital loss	0	-146,887	0	-146,887
Net profit for the year for discontinued operations	2,192	-148,629	2,192	-143,069
Other comprehensive income				
Net profit from discontinued operations	2,192	-148,629	2,192	-143,069
Translation difference on equity net after tax	-	-115	-	311
Exchange difference on increased net investment, net after tax	-	-	-	-8,130
Reversal of exchange difference on increased net investment, net after tax	-	98,077	-	98,077
Reversal of translation difference on equity, net after tax	-	3,765	-	3,765
Total other comprehensive income from discontinued operations	2,192	-46,902	2,192	-49,046

Discontinued operations refers to the operations in the Search market unit, which were divested during the fourth quarter of 2011.

Key ratios - definitions

Return on equity. Profit for the period as a percentage of average equity calculated as opening plus closing equity divided by two.

Return on capital employed. Operating profit plus interest income as a percentage of average capital employed calculated as opening plus closing capital employed divided by two.

Equity per share. Equity divided by the number of outstanding shares on the balance sheet date.

Earnings per share. Net profit for the period attributable to the parent company's shareholders divided by the average number of shares.

Earnings per share after full dilution. Net profit/loss for the period divided by the average number of shares calculated after full dilution.

Cash flow per share. Cash flow divided by the average number of outstanding shares.

Operating margin. Operating profit as a percentage of sales.

Equity/assets ratio. Equity as a percentage of the balance sheet total.

Capital employed. Total assets less current and non-current non interest-bearing liabilities including deferred tax liabilities.

Glossary

AdCode. An ad display system which is used in order to optimise and display the best ad on a publisher's website.

Affiliate. Used for a website which via adverts directs Internet visitor traffic to the advertising company's website.

Affiliate network. A system where advertisers that want to boost their Internet sales are matched together with website owners that want to boost their advertising revenue by means of an affiliate programme.

Affiliate programme. An agreement where the advertiser pays a fee to the publisher in order to relay traffic to the advertiser's website.

App download tracking. Software that enables the advertiser to monitor and obtain statistics about when consumers download and install software from the advertiser and how they use the software afterwards.

Cost-per-action (CPA). Means that the advertisers pay a fee which either is based on the sales generated by the advertising or on the number of leads (principally registrations) generated by the advert.

Cost-per-click (CPC). This pricing model means that advertisers pay a fee based on the number of clicks or unique visitors generated by the advertising.

Cost-per-lead (CPL). Means that the advertisers pay a fee which is based on the number of leads (primarily registrations) generated by the advert.

Cost-per-thousand impressions (CPM). A pricing model where advertisers pay a fee based on the number of views of an advert.

E-mail publishers. Use e-mail to send out targeted offers to a list of recipients.

Full-time equivalent (FTE) or full-time employees. The total number of full-time and temporary as well as contract employees.

Performance-based. Collective term for marketing activities on the Internet where publishers only get paid when a predetermined transaction is generated.

Product feed. A distribution system where advertisers can upload their product databases in order to enable publishers to create content and ads on their websites.

Publisher. (Also called affiliate) Websites that agree on display of adverts and direct Internet visitor traffic to the Advertising company's website.

Trackability. The process and method for follow-up of website traffic, primarily through use of cookies.

Portals. Websites which act as a gateway to the Internet and offer broad content and large volumes of traffic. On the portal, there are several links, a search engine and other services, for instance, free e-mail or filters and blocking possibilities.

Search engine optimizing publishers. Own websites which use search engines, e.g. Google and Yahoo!, in combination with their own knowledge about the search engine and the advertiser in order to display the advertiser high up in the search results list. These publishers help to generate greater volumes.

Voucher code. Voucher codes that are created and easily distributed to consumers via a publisher's website. The consumer can then use the voucher code when purchasing a product/service from the advertiser.

Tradedoubler in brief

Business concept

Tradedoubler creates results by improving clients' digital marketing. This happens through our performance-based advertising network and our through tools and services which help advertisers to make the most of their campaigns.

Tradedoubler is an international leader in performance-based digital marketing and technology. The company was founded in Sweden in 1999 as a pioneer within Affiliate marketing in Europe. International strategic understanding combined with advanced local knowledge means that Tradedoubler is still the most successful Pan-European company in performance marketing. Tradedoubler helps approximately 2,000 advertisers to achieve their business goals through its high quality network of about 140,000 publishers. The Group was the first to offer integrated solutions for e- and m-commerce, allowing advertisers to expand their online programmes to mobile units.

Tradedoubler strives for close collaboration with its customers in order to boost their sales and help them towards national and international success. Tradedoubler's advertisers include American Express, ClubMed, Dell, Disney, Expedia and CDON. Tradedoubler's share is listed on NASDAQ OMX Stockholm.

Business model

Tradedoubler's business model is based on the company:

- operating as an independent third party and arranging adverts and campaign space among advertisers, media agencies and websites
- supplying and refining an advanced technical advertising platform

The basis of the operations is that Tradedoubler arranges and optimises ads and campaign space between advertisers and publishers of websites. Through its knowledge of Internet marketing, technology platforms for handling transactions and tracking visitors, advanced administrative system and affiliate network, Tradedoubler improves business for both advertisers and publishers. Tradedoubler is able to receive payment in relation to the result generated since the outcome is clearly measurable.

A large portion of Tradedoubler's revenue is performance-based. Remuneration from advertisers to publishers - and to Tradedoubler - is only payable when the visitor performs a certain activity, such as clicking on an ad or executing a purchase.

The activities which determine the remuneration are CPM (cost-per-thousands impressions), CPC (cost-per-click), CPL (cost-per-lead) and CPA (cost-per-action). Which one or combination of these activities forms the basis for the remuneration is decided on a case-by-case-basis. CPA and CPC are the most common. Tradedoubler's system tracks the customer activities generated by a certain advert in order to calculate the remuneration.

Tradedoubler discloses the information provided herein pursuant to the Swedish Securities Markets Act. The information was released for publication on 6 February 2013 at 08.00 a.m. CET.