



# TradeDoubler AB listed on Stockholm Stock Exchange

**As of today, the IT-company TradeDoubler AB is traded on Stockholm Stock Exchange's O List.**

TradeDoubler is Europe's leading supplier of performance-based marketing and sales solutions for the Internet. The company's business concept is to broker contacts between advertisers and websites. The advertisers only pay for the advertising service when a visitor to the website clicks the advertisement and continues to read, or alternatively completes a purchase. Leading European countries in various industries have selected TradeDoubler as a business partner. The company's sales revenues during the first nine months of 2005 totaled SEK 743.2 million.

"We warmly welcome TradeDoubler to the Stockholm Stock Exchange. The listing is a stamp of quality that will make TradeDoubler more visible to its target groups, which in turn is good for business", says Jenny Rosberg, President of Cash Market Sweden, OMX.

"We are delighted with the success of our IPO. We have a solid foundation to continue to grow as a public company in a very exciting market", says Martin Henricson, CEO of TradeDoubler.

TradeDoubler will be traded in the Information Technology sector. Further information about TradeDoubler's industry classification and similar matters is available on [www.omxgroup.com/stockholmsborsen](http://www.omxgroup.com/stockholmsborsen) under Press and Exchange notices /Search /Equity related information.

## **For further information, please contact**

Martin Henricson, CEO TradeDoubler AB, + 46 (0) 8 40 50 800

Jenny Rosberg, President Cash Market Sweden, OMX, + 46 (0) 8 405 68 81

About OMX Exchanges | OMX is a leading partner for more efficient securities transactions. OMX consists of two divisions: OMX Technology and OMX Exchanges. Through the OMX Exchanges division, OMX owns and operates the equity, fixed-income and derivatives exchanges in Copenhagen, Stockholm, Helsinki, Tallinn, Riga and Vilnius as well as the central securities depositories in Estonia and Latvia. Through OMX Exchanges, OMX offers access to approximately 80 percent of the Nordic and Baltic Securities market. For more information please visit [www.omxgroup.com](http://www.omxgroup.com).