

Principles for Compensation to the Company Management of TradeDoubler AB

The board of director's proposal for compensation to the company management is as follows. "Company management" is defined as the CEO and members of the Group Management Board. These principles shall apply to all agreements entered into as from this day. Compensation and other benefits to the company management as of today are presented in the annual report for 2006.

The compensation shall be adjusted to the conditions on the market, i.e. adapted to the levels on the geographical markets where the company is present.

Growth and improvements of the earnings of the business shall be rewarded and there shall be a cap for the variable salary.

The compensations shall consist of basic salary, variable salary, pensions, option program for the employees and conditions for termination and severance payment.

Basic salary: The basic salary shall be in line with local market conditions and shall be based on competence, responsibility and performance.

Variable salary: The variable salary shall be in line with market conditions and reward growth, earnings of the business and have a uniting effect for the group. There shall be a maximum limit for the variable salary. The variable salary may not exceed 50 percent of the basic salary unless particular grounds are at hand.

Pension: For the company management a pension plan with premium adjusted to the conditions on the market shall apply.

Severance payment: A mutual termination period of 3-6 months shall apply for the company management. Severance payment shall not exceed 12 months basic salary if the company terminates the employment. If the employee terminates the employment he/she should normally not be entitled to any severance payment. Company management can order a non-competition restriction during 6-24 months after the employment ended. During the time for the non-competition restriction, in the case severance payment is not paid, compensation

should be given. Severance payment and compensation during a non-competition period shall be subject to deduction for other income and shall not be entitled to any pension payments.

Option program: In addition to variable salary, which rewards growth and profitability during a financial year, the Board may offer the company management and other key personell to participate in an incentive plan preferably by an employee option program. Exercise should be conditioned on an increase of earnings per share in the company.

Other benefits: Other benefits, shall in relation to the total compensation have a limited value and be equivalent to what is normally offered on local markets.

Övriga förmåner: Andra förmåner utöver ovanstående skall i förhållande till den totala ersättningen ha ett begränsat värde och motsvara vad som är normalt förekommande på respektive marknad

Issues regarding the terms of employment for the general manager will be prepared by the board of director's compensation committee and will be resolved by the board of directors. The general manager resolves upon the terms of employment for the other company management after consultation with the compensation committee or the chairman of the board of directors.

The Board of Directors or the CEO may diverge from these principles if particulat grounds are at hand.
