

## **Kjell Duveblad**

Chairman of the Board of Directors since June 2005.

Born in 1954.

Duveblad is also the chairman of Remium Securities and Trio Enterprise. He is a non-executive director of Bure Equity AB and Telelogic AB as well as a few more unlisted companies.

Holds an MSc in Business Administration and Economics from the Stockholm School of Economics.

Owens 30,000 ordinary shares.

## **Lars Lundquist**

Vice Chairman of the Board of Directors since 2007 and also chairman of the Benefits Committee.

Born in 1948, he is a Swedish citizen and holds a BSc in Business Administration and Economics from the Stockholm School of Economics and an MBA from the University of Wisconsin. Lars Lundquist has more than 30 years' experience working for banks, brokerages and insurance companies. He was Chief Financial Officer and Executive Vice President of SEB prior to his retirement from this position on 1 January 2005. Lundquist is Chairman of the Board of JM AB, Intrum Justitia AB and Försäkrings AB ERIKA, Vice Chairman of 6:e AP-fonden as well as a board member and treasurer of the Swedish Heart-Lung Foundation

Owens 3,000 ordinary shares.

## **Elisabet Annell**

Non-executive Director of TradeDoublerr since June 2005 and chairman of the company's Audit Committee.

Born in 1945. Ms. Annell is non-executive director of Atria Scandinavia AB, Axel Johnson International AB, Catella AB, JM AB, Lantmännen ek.för, Skandia Liv AB, Teligent AB and Öresundskonsortiet .

Owens 1,700 ordinary shares.

## **Felix Hagnö**

Non-executive Director since 1999.

Born in 1972.

Founder of TradeDoublerr and Chief Executive Officer until June 2001.

Owens 715,150 ordinary shares through a company.

## **Martin Henricson**

Non-executive Director since 2001.

Born in 1961.

Currently President and Chief Executive Officer of Mercuri International AB. Formerly President and Chief Executive Officer of TradeDoublerr from 2001 to February 2007. Non-executive director of Implema AB, Yallobtrade AB and Anew Learning AB. Henricson has an extensive experience as a management consultant in IT and telecoms and has held several senior management positions in Sweden and abroad, at companies such as Resco and Telia.

Owens 10,000 ordinary shares.

## Lars Stugemo

Member of the board since 2006.

Born in 1961.

Co-founder of HiQ International AB and it's CEO since 2000 and Non-executive Director since 1998.

Owns 700 ordinary shares.

## Kristofer Arwin

Non-executive Director since 2007.

Born in 1970.

Arwin is a Swedish citizen and holds a BSc in Business and Administration from Stockholm University. Has been Chief Executive Officer of Wiral Internet Group since 2007. He was a co-founder of price comparison company PriceRunner and its CEO until December 2005. Non-executive Director of Alertsec AB and Superbo AB.

## Rolf Lydahl

Non-executive Director since 2007.

Born in 1945, he is a Swedish citizen and holds a BSc in Business Administration and Economics from the Stockholm School of Economics. Lydahl has more than 30 years' experience in financial services and real estate, having served as Chief Executive Officer of finance company Probo and Executive Vice President of Nordstjernen. Lydahl is Chairman of the Board of IndeCap and Jernhusen and a non-executive director of Swedcarrier, Concordia Bus, AP Fastigheter and Steneken.

## Nicholas Hynes

Proposed non-executive Director  
CEO, The IMW Group.

Hynes joined the IMW Group as CEO in 2004. Earlier positions include, Managing Director and President of Overture Europe between 2000 and 2004. He holds a Masters in Business Administration from the University of Bath.

Owns no shares

## About TradeDoubler

*Following the launch of TD Technology in Japan, TradeDoubler has extended its reach into the Asia Pacific region and now enjoys a global presence. Traditionally a pan-European digital marketing company offering a range of performance-based marketing solutions, TradeDoubler's products and services provide companies with the tools and expertise to drive results online whether they are looking to generate sales or drive brand awareness. Headquartered in Sweden, the company boasts a unique European reach with local offices in 18 countries across Europe. With a breadth of expertise across multiple industry sectors and a network of more than 120,000 website publishers TradeDoubler helps deliver online results for over 1,600 advertisers across Europe including a mix of local and international companies such as Apple Store, Dell, Telia Sonera, eBay and Kelkoo. Please visit [www.tradedoubler.com](http://www.tradedoubler.com) for further information.*