



# Investor Presentation

October / November 2005

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## Overview of the Offering

<b>Listing:</b>	The O-list of the Stockholm Stock Exchange
<b>Size:</b>	Secondary shares: maximum of 12.3m shares (assuming exercise of the over-allotment option in full)
<b>Selling shareholders:</b>	Financial shareholders, Founder shareholders, Management and Employee shareholders
<b>Lock-up arrangements:</b>	Financial and Founder shareholders (6 months) and Management (12 months on 50%, remaining 50% may be sold in IPO or following 6 months thereafter)
<b>US investor access:</b>	144A offering
<b>Secondary greenshoe:</b>	15 per cent over-allotment option <sup>1</sup>
<b>Joint bookrunners:</b>	Carnegie Investment Bank, Goldman Sachs International
<b>Initial price range:</b>	SEK 90 – SEK 120
<b>Exp. pricing date:</b>	7 November 2005

<sup>1</sup> Based on number of shares sold by Financial and Founder shareholders



# Company Overview

CEO – Martin Henricson

## Our vision...

*To be the preferred partner **driving profitability** through online marketing in our targeted markets*

# ... and what we do

TradeDoublerr pays out  
to publishers

TradeDoublerr invoices  
advertisers



Active publishers  
(~93,000)



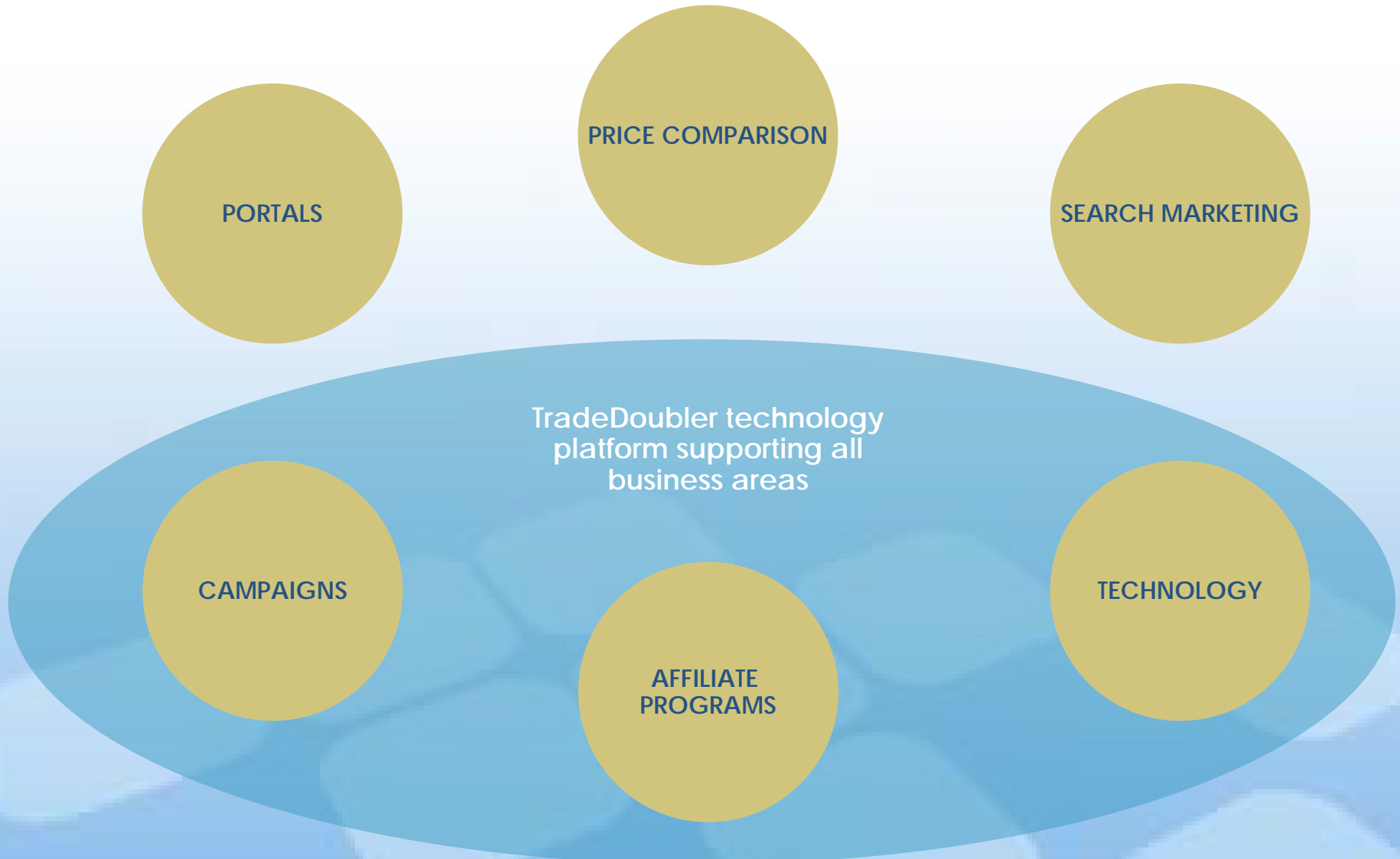
Ad serving  
Tracking technology  
Administration  
Billing



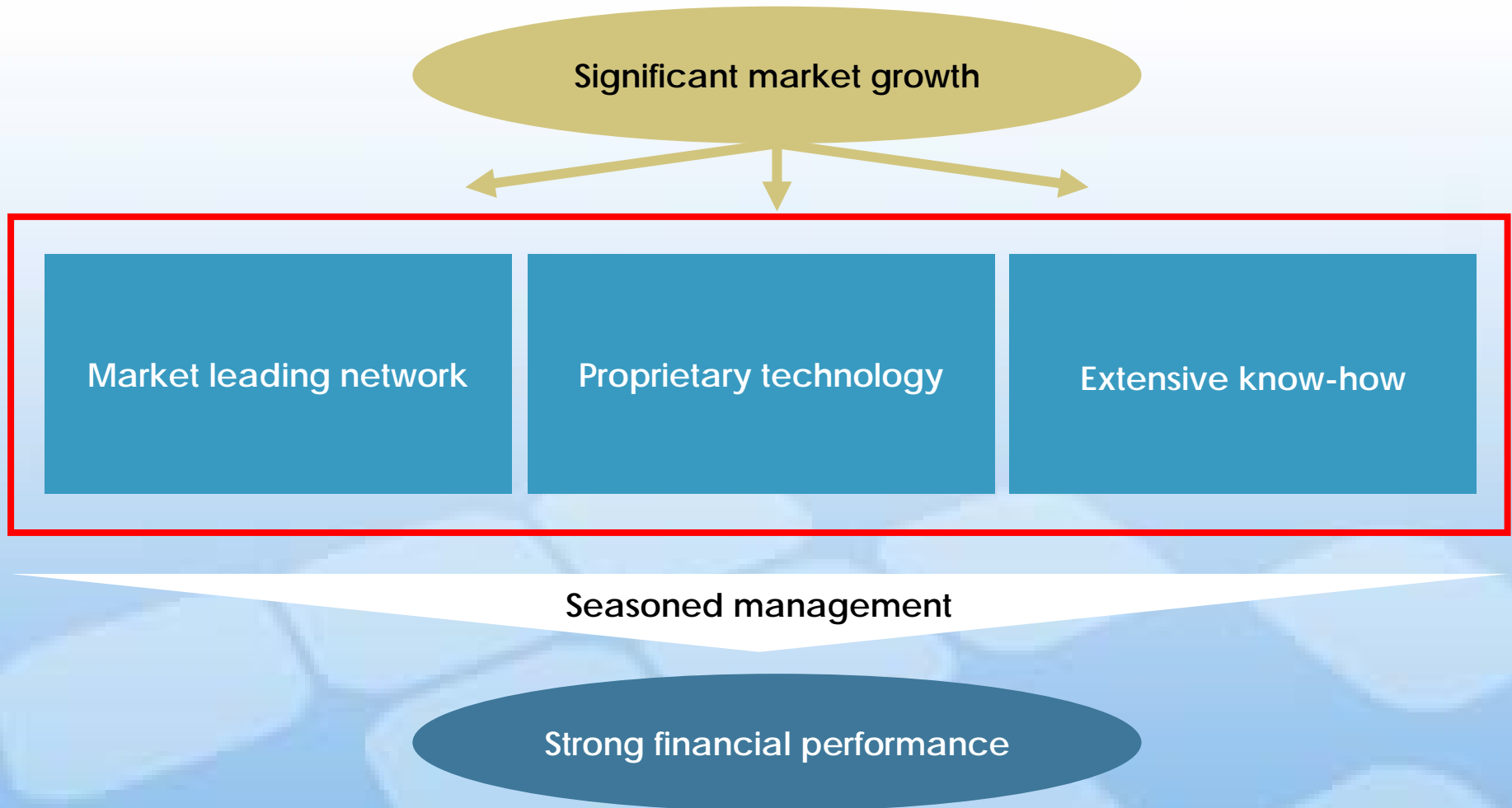
Advertisers (~1,000)



# Our position and our offering

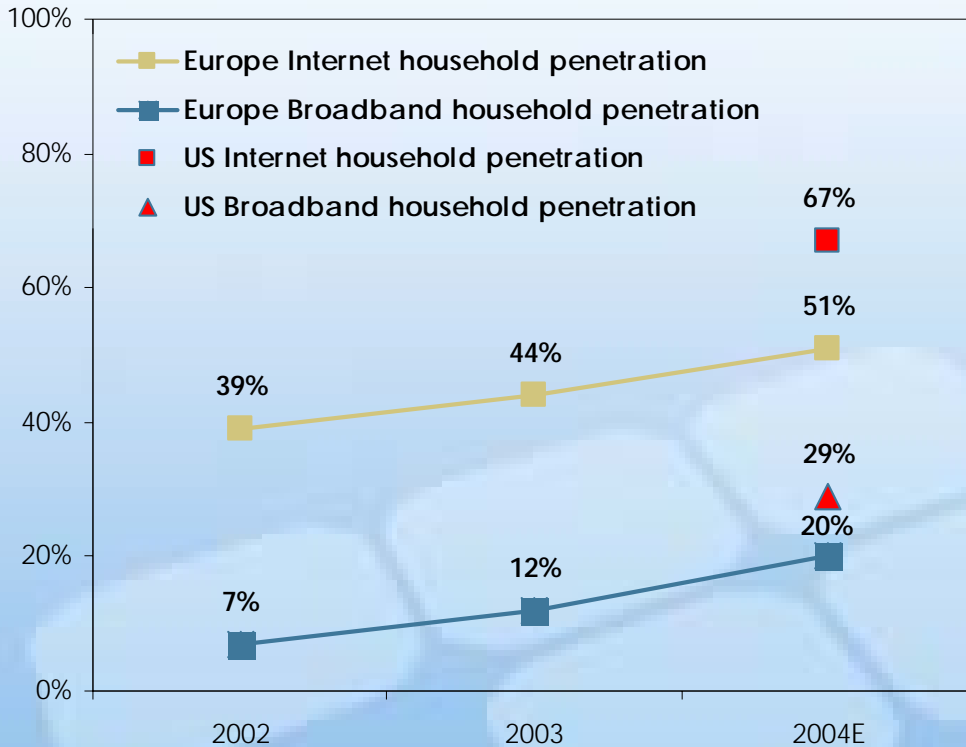


# The TradeDoubler opportunity



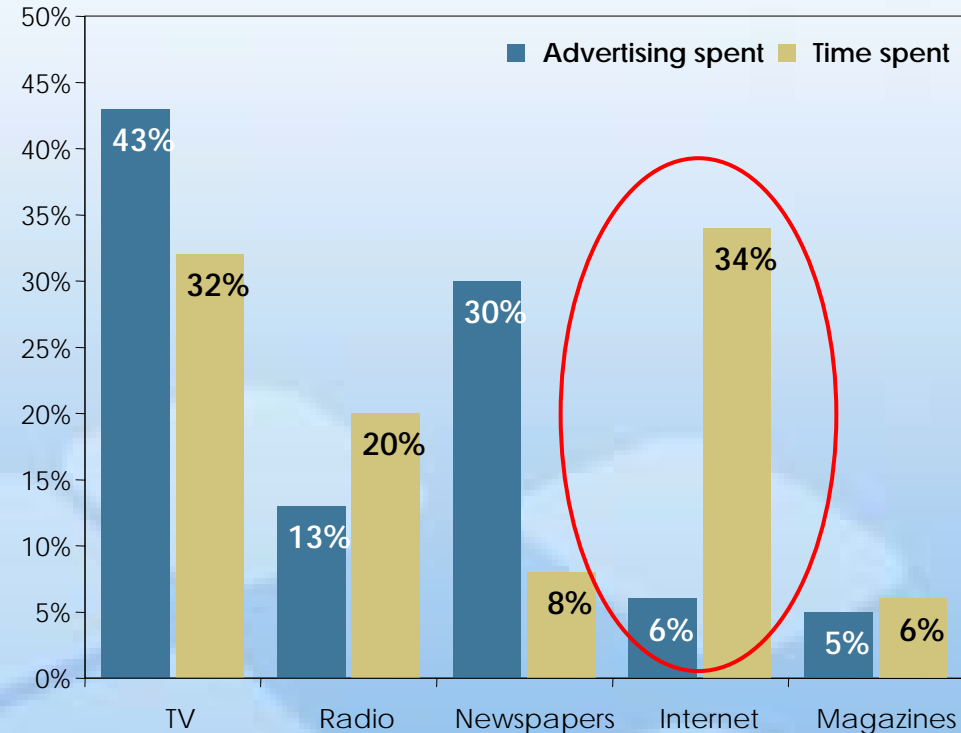
# Shift in consumer behaviour...

## Europe's internet and broadband penetration



Sources: Forrester Research, 21 December 2004, Market Overview – European Residential Broadband Forecast: 2004 to 2010  
 Forrester Research, 29 July, 2005, The State Of Consumers And Technology: Benchmark 2005

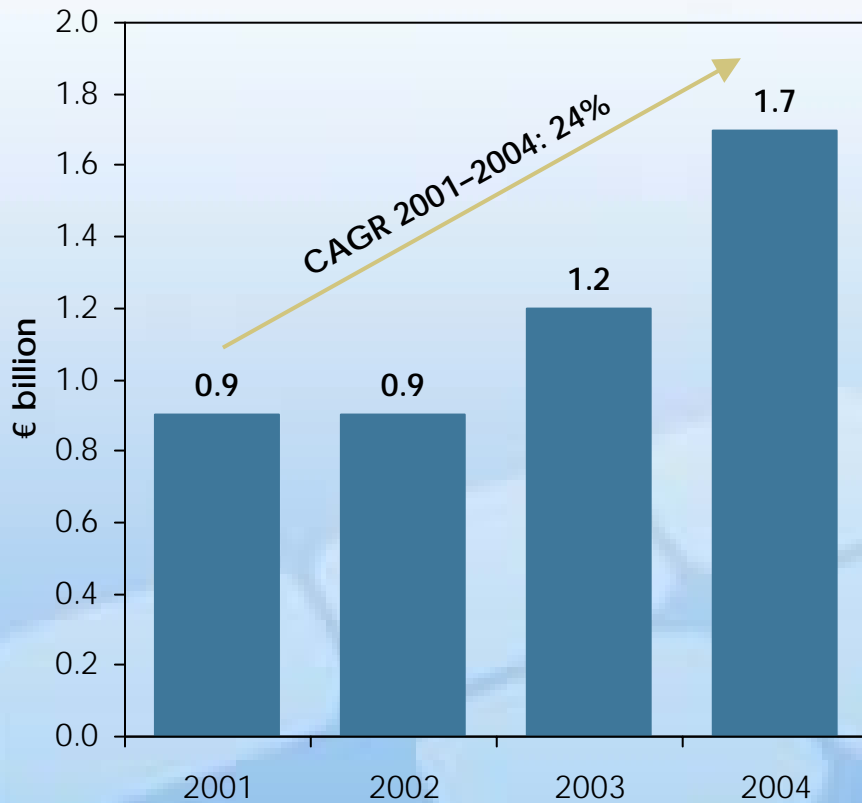
## Ad spending vs. Household time spent on various media



Source: Forrester Research, 7 September 2005, Topic Overview: Online Advertising, Q3 2005

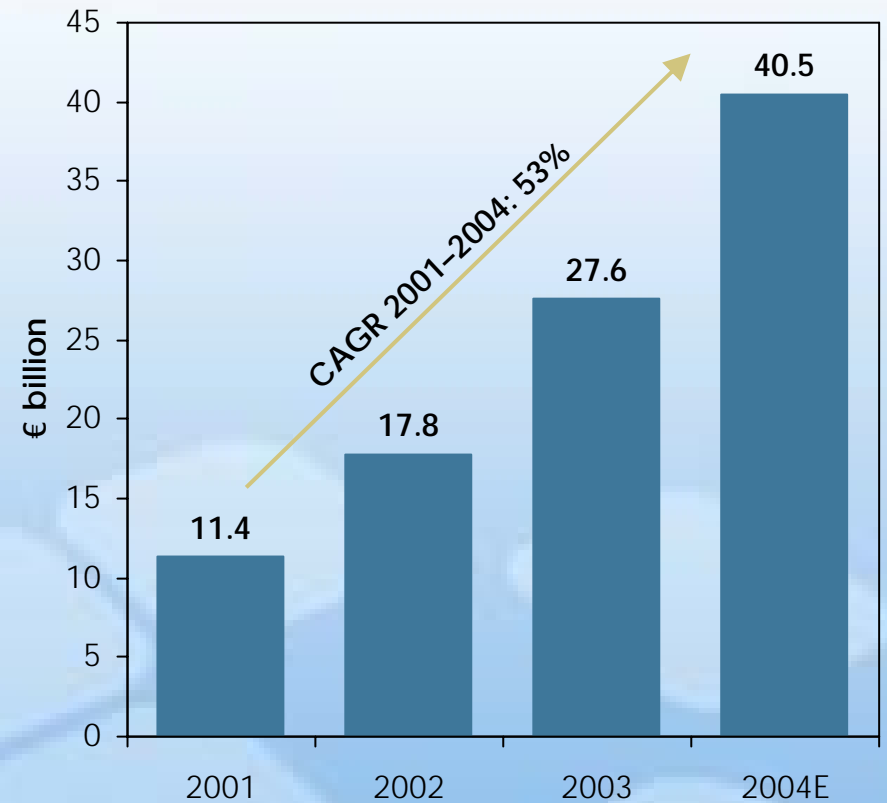
# ...driving significant underlying market growth

## European on-line advertising spending



Source: ZenithOptimedia, April 2005, Advertising Expenditure Forecasts

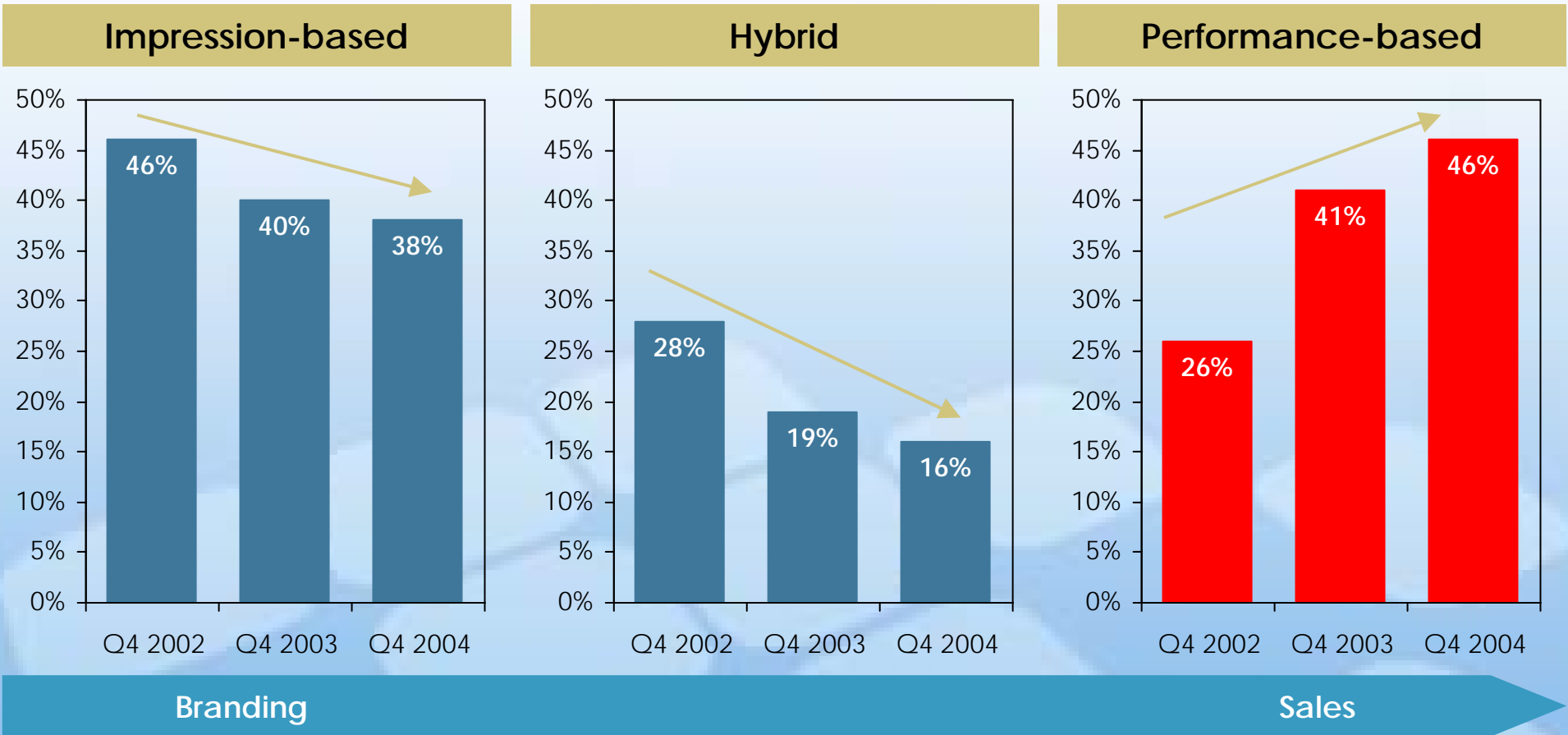
## European e-commerce



Source: Forrester Research, 1 March 2004, Market Overview – Europe's e-Commerce: The Next Five Years

# Performance-based advertising gaining pace

US percentage of online media spending by pricing scheme, 2002–2004



# One of Europe's largest affiliate marketing networks

Over 980 advertisers

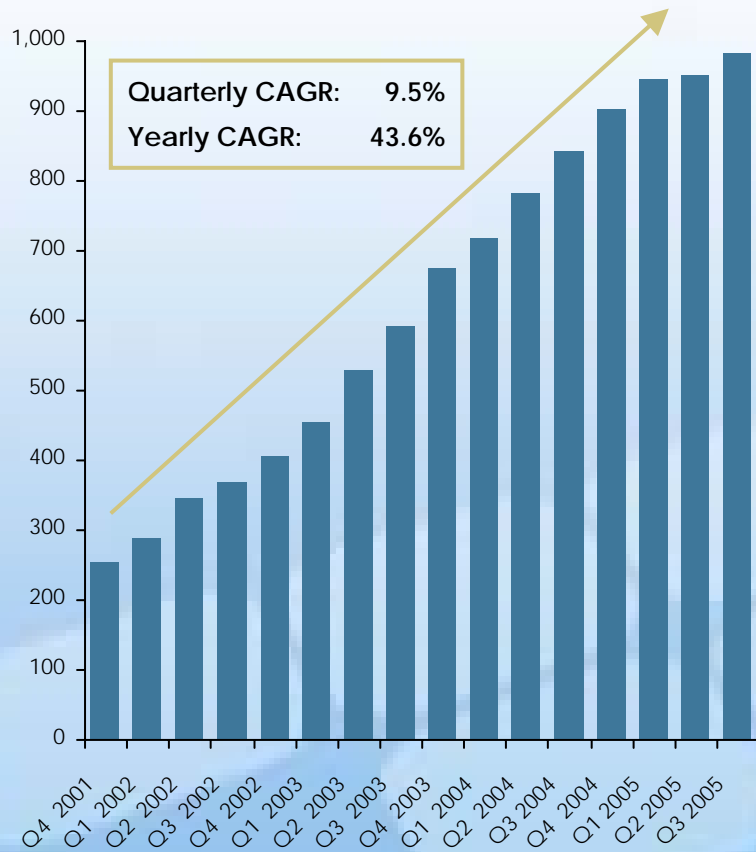


Over 93,000 active publishers

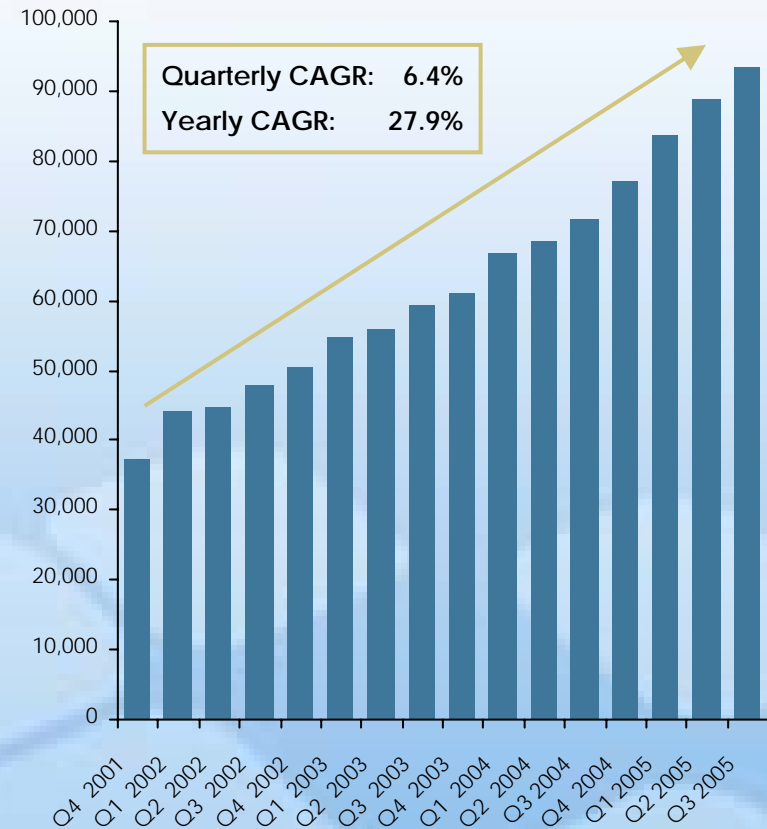


# Growth of advertising clients and active publishers

## Growth in number of advertising clients



## Growth in number of active publishers



Note: Active publisher defined as publisher having generated > 1 transaction during last month

# Versatile, proven and easily adaptable proprietary technology

## Key features of TradeDoubler's platform

Designed for client ROI

Pan-European platform

Scalable in all dimensions

## Development of daily unique visitors



## Know-how in online marketing

- Client ROI optimisation
- Local knowledge
- Ability to serve multinational clients on a pan-European basis
- Significant experience
- Cross-border application of best practices

Integrated part of clients' core business –  
loyal customer base

## TradeDoubler's strategy

Increase revenue from existing advertiser clients

Add depth and breadth to our publisher network

Upgrade existing functions and add new functions

Actively pursue new advertiser clients

Develop new products and services

Expand international presence

Sell all products to all existing clients in all targeted countries

To be our clients preferred long term partner driving their online profitability in our targeted markets



# Financial Overview

CFO – Owe Wedebrand


# Attractive business model

Strong revenue growth

Operating leverage

Low capital expenditures

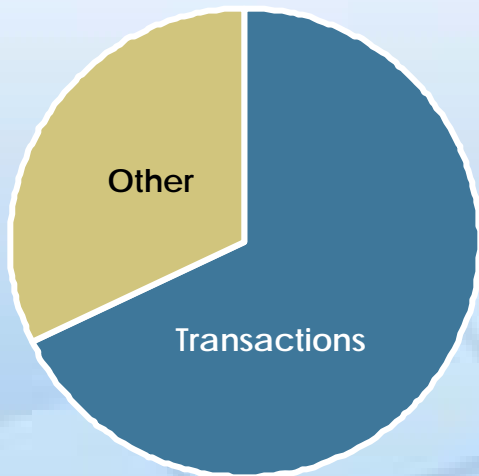
Positive working capital contribution



Profitable, cash-generative business model

# Key revenue drivers

Breakdown of Gross profit<sup>1</sup>  
(YTD as of 30 September, 2005)



SEK 217 million

## TRANSACTIONS

Affiliate program

Campaigns

Media Toolbox

~22% Gross margin

## OTHER

Consultancy

Network access fees

Set-up fees

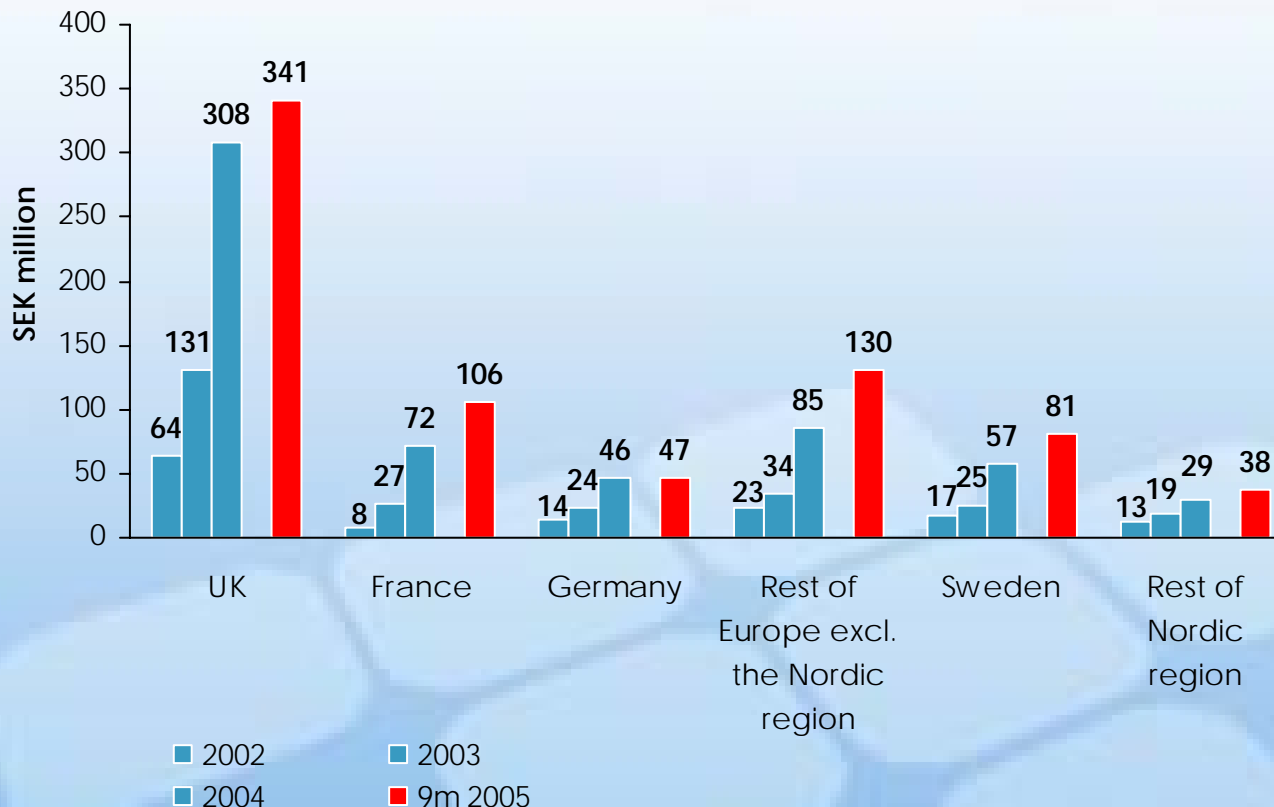
Media Toolbox access fees

100% Gross margin

<sup>1</sup> Revenue less publisher compensation

# Geographic breakdown of revenue

## Revenue by region<sup>1</sup>



- Broad European revenue base with growth prospects across all markets
- Revenue outside Sweden represents approximately 90%
- Market leadership on the UK market, the largest e-commerce market in Europe

<sup>1</sup> 12 months ended 31 Dec for 2002-2004 and 9 months ended 30 Sept for 2005

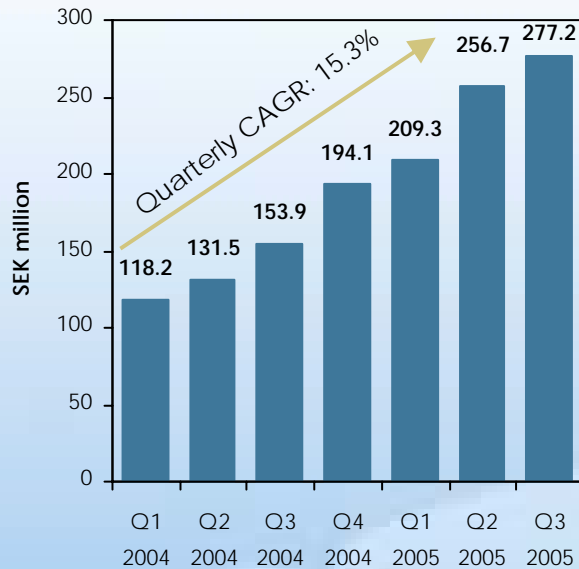
## Financial highlights

SEK million	Year ended 31 Dec			9 months ended 30 Sept	
	2002	2003	2004	2004	2005
Revenue	137.5	259.6	597.7	403.7	743.2
<i>% Growth</i>	<i>106.4%</i>	<i>88.9%</i>	<i>130.2%</i>	<i>141.0%</i>	<i>84.1%</i>
Gross profit <sup>1</sup>	59.6	94.4	188.5	128.9	217.4
EBIT	(9.0)	10.7	55.5	34.5	7.9
<i>EBIT margin</i>	<i>(6.5)%</i>	<i>4.1%</i>	<i>9.3%</i>	<i>8.5%</i>	<i>1.1%</i>
<i>EBIT as % of Gross profit</i>	<i>(15.1)%</i>	<i>11.3%</i>	<i>29.4%</i>	<i>26.8%</i>	<i>3.6%</i>
Net profit (loss)	(8.6)	7.5	62.3	22.5	0.4
<i>Net profit (loss) margin</i>	<i>(6.3)%</i>	<i>2.9%</i>	<i>10.4%</i>	<i>5.6%</i>	<i>0.1%</i>
Costs relating to IPO preparations					47.8
Warrant costs recognised under IFRS			7.9	5.1	25.7

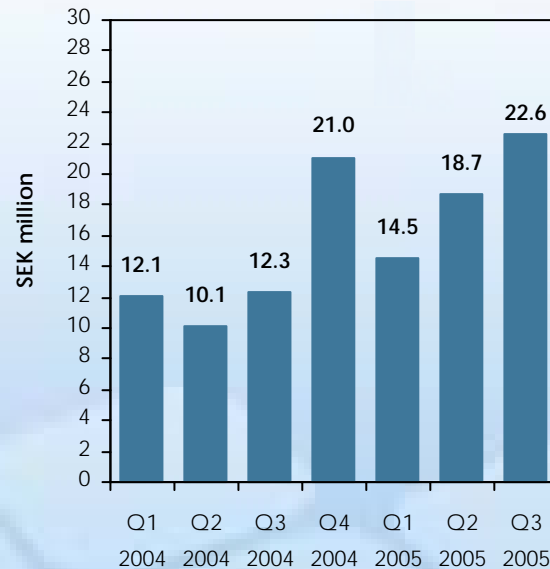
<sup>1</sup> Revenue less publisher compensation

# Strong track record of growth and profitability

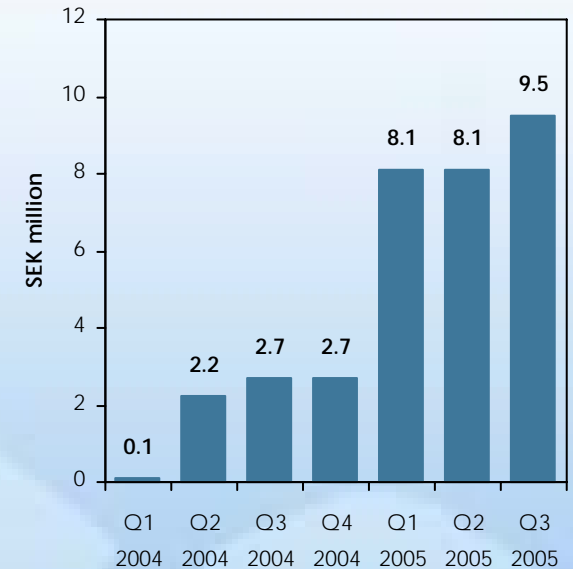
## Quarterly revenue



## Quarterly Adjusted EBIT<sup>1</sup>



## Warrant Costs Recognised Under IFRS



<sup>1</sup> Figures for Q2 and Q3 2005 excludes costs relating to the Offer, comprising expenses incurred in connection with the Offer, primarily consisting of legal fees and fees for auditors, and the accrual for bonuses (including associated social security payments) payable upon completion of the Offer pursuant to agreements with our Chief Executive Officer and five other senior executives. Expenses incurred in connection with the Offer amounted to SEK 6.1m in Q2 2005 and SEK 11.7m in Q3 2005; the accrual for bonuses, in the amount of SEK 30.0m, took place in Q3 2005. The corresponding unadjusted EBIT figures are SEK 12.6m for Q2 2005 and SEK -19.1 m for Q3 2005.

## 9-month update and 2005 outlook

### 9-month update

- Continued very strong growth during first nine months of 2005
  - Revenue increased by 84% to SEK 743m (SEK 404m)
  - Gross profit increased by 69% to SEK 217m (SEK 129m)
- EBIT decreased to SEK 8m (SEK 35m) due to IPO related costs
  - Costs related to IPO preparations totaled SEK18m and provisions relating to cash bonuses of SEK 30m, adjusted for which EBIT amounted to SEK 56m (+62% y/y)
  - During the period warrant costs amounted SEK 25.7m (SEK 5.1m)

### 2005 Outlook

- Q4 expected to contribute significant proportion to full-year results
- Operating profit expected to be strong on an underlying basis, but adversely affected by IPO related costs

## Financial outlook

- Strong revenue growth
- Improving operating margin
  - Fixed cost leverage and slower headcount growth
- Positive working capital contribution
- Strong cash generation



# Conclusions

CEO – Martin Henricson

# The TradeDoubler opportunity

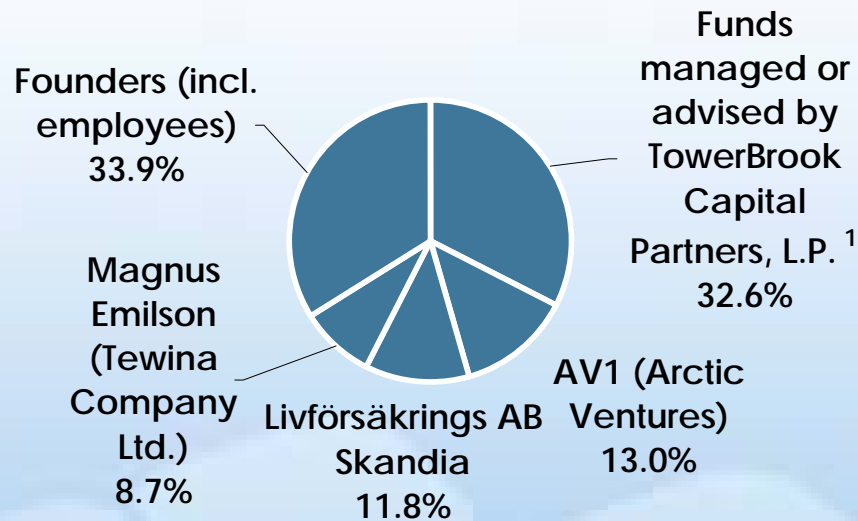




## Appendix

# Ownership structure

## Principal shareholders



- Founded in 1999 by Felix Hagnö and Martin Lorentzon, whose respective fully-owned companies Enzymix Systems Ltd. and Rosello Company Ltd. own a total of 21.7% of shares outstanding
- Private placements with TowerBrook funds (2000, 2001, 2002); Arctic Ventures (2000, 2001, 2002); Livförsäkrings AB Skandia (2001, 2002) and with legal entity controlled by Magnus Emilson (2000)

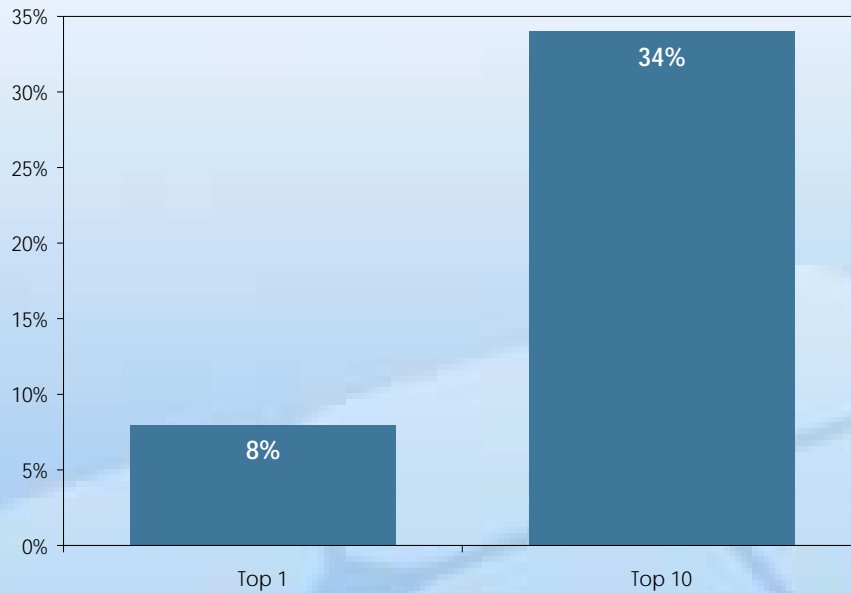
<sup>1</sup> Assuming full dilution under warrants exercisable in 2005

<sup>2</sup> TowerBrook affiliates Quantum Industrial Partners LLC and SFM Domestic Investments LLC own 29.8% and 2.8% respectively of outstanding shares.

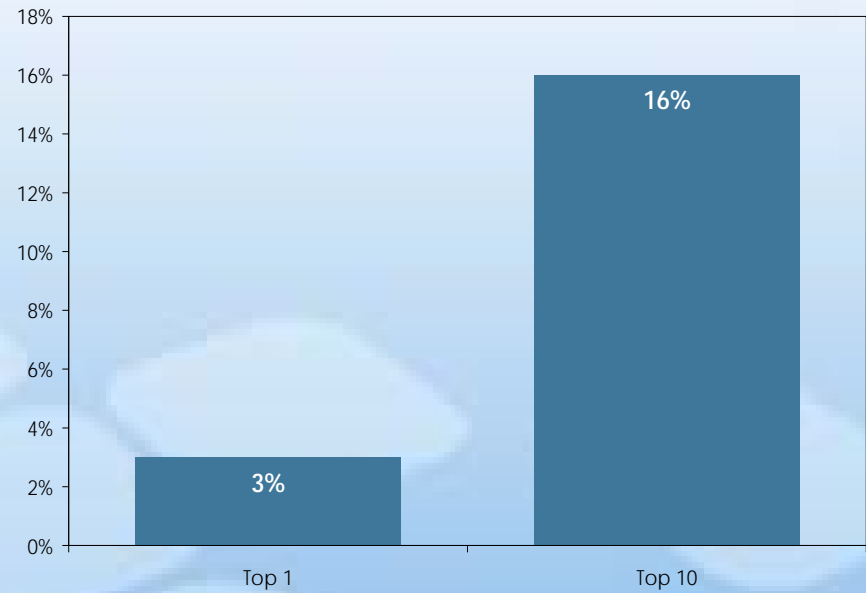
Note: The ownership structure refers to basic shares pre IPO. Existing warrants give a total dilution of 12.4%, measured as the difference between basic and diluted number of shares.

# Low concentration of advertisers and publishers

Portion of total revenue generated by top 1 and 10 advertising clients



Portion of total compensation<sup>1</sup> generated by top 1 and 10 publishers



<sup>1</sup> Publisher compensation accounts for 100% of costs of services sold  
Note: Statistics measured from 1 January 2005 to 30 September 2005